

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 9

TORONTO, CANADA

January, 1921

Business Alchemy

Webster defines alchemy as an imaginary art which aimed to change base metals into gold and to find unfailing remedies for diseased conditions in general.

Nowadays, we are running across people whose talk would almost persuade us that present conditions require some sort of alchemy to keep things from going utterly to the dogs.

The alchemists of olden times made no success of producing gold by short cuts, but even then some people by hard work and common sense so ran things as to survive storms of one kind and another. During the years when demand surpassed supply, we all had to hustle to get goods with which to fill orders and some of

us may have become content to rest on our reputations as business-getters, so much so that a sort of flabbiness and indirectness may have crept into our methods.

Customers have been crowding us to supply the goods they demanded, but now they seem inclined to let us sell them the goods we have. Alchemy might provide a formula of unfailing success, perhaps a mystic incantation or two, but no alchemist of commerce has yet come into the light and we must simply run our affairs ourselves.

The alchemy of business is Common Sense coupled with Hard Work.

Twelve Dissatisfied Customers

In the month of December in the year 1920, twelve people went to twelve stores in twelve different parts of the country and each one bought a Kodak. Many more purchased Kodaks in this month but we particularly want to tell you about these twelve,

for they were not pleased with their bargains.

The twelve, each with one or more rolls of film, started in to make pictures but of all the exposures made no single one was satisfactory.

Twelve angry and indignant

customers returned their Kodaks to the factory, where it was discovered that some were fitted with the front combination of a Rapid Rectilinear Lens in addition to the single Meniscus Lens, while others were equipped with only the back combination of an R.R. Lens.

Some cameras are equipped and listed by the manufacturers with single lenses, others with double lenses, so called because the lens is constructed in two parts. These parts are described as front and back combinations of the lens. The two combinations make one photographic lens and the separate combinations are not always photographic lenses in themselves.

Rapid Rectilinear and Anastigmat Lenses are of the double type

and when the front combination of one of these lenses is removed and placed on a camera already fitted with a single lens, the camera from which the front combination was taken is left without a complete photographic lens and the other will have one complete lens and part of another. The result is that neither camera will focus and two machines are out of commission.

This transposing of lenses creates difficulties between those who purchase the Kodaks, you and us. These difficulties in the majority of cases are extremely hard to overcome to the satisfaction of all concerned. You of course understand this but your clerks—do they all know that photographic lenses should never under any circumstances be transposed?

The A. B. C. of Buying Advertising Space

More opportunities for buying advertising space and advertising novelties will be presented to you in 1921 than ever before.

Years of "easy selling" have bred a host of advertising schemers who will be forced to work hard for a livelihood—and they will be looking to you for support.

One dealer who prides himself on his shrewdness has his own way of discriminating between good and bad propositions—"I tell 'em all NO, and that settles it." That way of settling it worked better in 1920 than it will in 1921. Advertising—of the business-getting kind—is absolutely indispensable to every merchant and manufacturer in times of lessening demand.

Indications are that the majority of advertising manufacturers of the country will invest more money in advertising in 1921 than in 1920. The same will probably hold true regarding retail dealers.

Granted that you will put money into advertising, where will you put it? The need for intelligent buying was never greater.

If the store is centrally located, you can use the local newspaper which is the most popular with your kind of trade. It may not be the one of greatest circulation. There are tricks in circulation-getting which permit a second rate paper to secure a first rate circulation. If your local papers are members of the Audit Bureau of Circulations (the A. B. C.),

you can base your selection on definite facts. You can find out how much circulation the different papers have; how they got it and where they are distributed; how much in the city; how much in the country, all verified from a reliable, impartial source—not from the advertising solicitor's figures.

The local newspaper is by all odds the best advertising medium for the retail dealer. But it must be properly used. Usually the advertising manager of the newspaper is broad-minded enough to advise you honestly. He is a man whose acquaintance should be cultivated because he can give you favorable positions if you have his good will, and because acquaintance will reveal his character and ability and the value to be placed upon his opinions and his judgment.

Before beginning to advertise, a merchant should know what size space it will best pay him to use, how frequently the insertions should appear, and in what seasons of the year he should advertise most heavily.

If he were asked to give negative advice, the writer would say:

Don't advertise unless you have faith in advertising.

Don't use advertising novelties which would advertise your competitor equally well with merely a change in the store name.

Don't use "Special issues" of newspapers.

If you use a "program" or "Souvenir" publication, don't merely print your name in the space, but use it to advertise some specialty. You can do it in such a way that the members of the church or society issuing the program will feel impelled to support you because you have supported them. But don't charge such expenditures to advertising—your charity or expense accounts should bear such burdens.

Don't use space in periodicals except on a regular basis, unless you are advertising a genuine "sale."

Don't hesitate to command the services of the advertising writers of the manufacturers whose goods you sell. They may not always have your point of view, but you can always get ideas from the copy they write.

Here is an apt quotation to apply in the purchase of advertising. A dealer says: "For many months I have been buying with enthusiasm and selling in cold blood; now I'm going to sell with enthusiasm and buy in cold blood."

A SELECTION FROM TWO HUNDRED ENGRAVINGS

The Cut Sheet contains illustrations of nearly two hundred engravings suitable for use in Kodak, Brownie, Premo and Graflex advertisements. The Trade Circular each year contains dozens of other illustrations and suggestions for copy. Any cut of the goods or of illustrations will be supplied to Kodak dealers free on request. Users will profit. Use them.

Put the Fresh Stock at the Back

It is, of course, generally known that all sensitive photographic materials have a definite life during which they may be used with full assurance of correct quality.

The length of this actual life, of course, primarily depends upon storage conditions.

It is important also to have your consumer receive material which will always give the *same average quality*. This condition may be maintained in a general way, of course, by anticipating

stock requirements as far as possible and ordering frequently, but a further precaution is also advisable. That is, in putting fresh stock on the shelves to see that it is so placed that the *old stock* on hand *will be sold before* the fresher supply is reached.

This seems an obvious thing to do, yet we too frequently find instances where a consumer has complained of old stock which has reached him through the dealer overlooking this.

Price Changes

Since the December Trade Circular was issued, the following changes in prices have been made. Kindly have the entries made in your Condensed Price List.

REDUCTION Effective Jan. 4, 1921

ELON

(1920 Condensed Price List, page 43).

1 oz. bottle	\$0.68
¼ lb. bottle	2.40
½ lb. bottle	4.65
1 lb. bottle	9.00

Dealers' Discount 33⅓%

REVISION Effective Jan 5, 1921

WRATTEN LIGHT FILTERS

(1920 Condensed Price List, page 105)

Size	Gelatine Film	Single Filters	Tri-Color Set
1¼" square or less....		\$0.25	\$0.65
1½" square or less....		.30	.85
1¾" square or less....		.35	
2" square or less....		.45	1.25
2½" square or less....		.55	
2½" square or less....		.80	2.35
3" square or less....		.95	2.80
M Set of nine Film Filters for Photomicrography 2" square			3.15

FILTERS CEMENTED IN B GLASS

Size	Unmounted circles or squares	Mounted in light metal cell
¾"	\$1.45	\$3.00
1"	1.60	3.20

Size	Unmounted circles or squares	Mounted in light metal cell
1¼"	\$1.80	\$3.50
1½"	2.00	3.95
1¾"	2.20	4.10
1¾"	2.35	4.30
2"	2.60	5.25
2½"	2.80	5.60
2½"	3.50	7.50

SETS OF FILTERS CEMENTED IN B GLASS

Size	Set of 3	Set of 4 Tri-Color and K3	Set of 5 Tri-Color and Dummy
2" square....	\$ 9.45	\$12.00	\$14.70
2½" square....	12.25	15.80	19.35
3" square....	15.65	20.30	25.00
3¼" square....	19.35	25.30	31.25
3½" square....	22.75	29.80	36.85
4" square....	26.85	35.30	43.75

Case for any set, extra \$2.50.

SPECIAL SETS OF FILTERS

M Set of nine Filters for Photomicrography, 2" square, cemented in C Glass, including case	\$17.50
Do., 4" square, including case..	50.00
Commercial Set of three Filters K3, G and A, cemented in B Glass, 3" square, with case....	18.10

Technical Set of eight Filters 3"
square, cemented in B Glass,
K1, K2, K3, G, A, B, C and F,
per set \$33.50

MONOCHROMATIC VIEWING FILTERS

Size
2" square, each..... \$2.50
Dealers' Discount 33⅓%

New Goods

We are now in a position to accept orders for Developing Machines to handle K1 Aero Film Cartridges of either 25, 50 or 100 exposures. From three to four weeks will be required for the execution of orders received.

PRICE

Eastman Tank Developing Machine
for 24 cm Film,
Outfit complete, consisting of
1 Closed Developing Tank
3 Open Tanks
1 Changing Device (2 reels, 1 holder)
1 Apron
1 Stand for Changing Device
List \$1,500.00
Dealers' Discount 15%

When sold separately:

Closed Developing Tank.....	\$375.00
Open Tanks, each.....	75.00
Changing Device, (2 reels, 1 holder)	725.00
Aprons, each.....	170.00
Stand for Changing Device..	65.00
Extra reels	82.50

Dealers' Discount 15%

To more fully cover the requirements of the Azo trade, the Grade F Glossy Azo, single weight, will in future be supplied in four instead of only three degrees of contrast.

The new contrast added now to those announced in the October

Trade Circular will be designated as No. 1 Contrast and the package will have a RED sticker.

This single weight Azo F No. 1 is intended for printing from extremely contrasty negatives.

Sizes and prices the same as for other grades of single weight Azo.

Correction

On page 2 of the Extra Trade Circular published last month following the abolition of the Excise Tax, there are two mistakes. In the rush to furnish a new and up-to-date list of camera prices these errors escaped our notice. Will you please excuse them and correct page 2 of this circular and your 1920 Condensed Price List as follows:—

No. 1 Autographic Kodak Junior, fitted with R.R. Lens, correct price	\$19.25
Do., with Kodak Anastigmat Lens, f.7.7, correct price....	24.25

The list prices of Solio Backing Paper in all cut sizes and in rolls are figured at 55% of the list price of Solio Paper, not 45% as quoted on page 82 of the 1920 Condensed Price List.

Velox Backing Papers are 50% of the list price of Velox Paper, not 40% as quoted.

Please correct your Price List accordingly.

Discontinued

The manufacture of the DeLuxe Bag of Suede Leather for Vest Pocket Autographic Kodak has been discontinued. Please remove this item from the 1920 Condensed Price List, page 41.

The Income Value of Cash Discounts

We seldom use the Scissors-and-Paste method in editing the Trade Circular. But here is an article regarding cash discounts which is of so much value that we are reprinting it, by permission, from "The Loop," a publication issued by The Kaynee Company of Cleveland.

"BILL HALSEY'S INVESTMENT"

Bill Halsey owned a small store in a fair-sized town—a town big enough to be on the automobile road map but not so large that most of the business men didn't see each other and chat often enough to call each other by their front names.

Ned Colby, another merchant and a neighbor, stepped into Bill's one morning in June. He passed, in the doorway, a well-dressed stranger who smiled affably.

"Who's that?" said Ned. "Looked at me as though he knew me."

"You ought to know him," said Bill, "come back here."

They went back to Bill's desk and lying with some other papers, Ned saw a nicely engraved stock certificate for twenty shares of 8% preferred stock—one hundred dollars par.

"Just made an investment," said Bill. "Bought that stock for \$1,600; pays 8% on par; nets 10% on my investment. Pretty good, eh? My Government bonds yield me only 4½%."

"Yes, that's a good investment," said Ned. "I know the concern. The stock's worth better than par. I wonder why he sold it."

"I know the inside," said Bill. "That chap who went out is quite a spender. He needed cash and the stock is hard to sell in the open market. He didn't want to uncover to his friends so he came to me. I was glad to get the stock. Good investment."

Just then Ned saw a statement on Bill's desk. It was for an account past due, on a thirty-day basis. The terms of sale were printed at the top: 3% cash; net thirty days. Bill had taken the thirty days, not the discount. The amount of the item was \$800.

"Don't think I'm butting in, Bill," said Ned, "but I can't help seeing that

statement. I wonder why you didn't discount?"

"Oh, I don't discount much," replied Bill. "I don't always have the money handy and I wait until I turn my stock before I pay for it. Discounts don't mean much."

"Well," said Ned, "this \$1,600 you've just invested earns you \$160 a year. Half of it sent to that creditor a month ago would have earned twenty-four dollars in thirty days. If you could duplicate that transaction every month your \$800 would earn \$288 or 36% a year. That's three and a half times as much as your stock will earn. You evidently don't get this discount stuff. Do you know that my discounts last year more than paid my rent? It doesn't pay to have money tied up even in 10% stock if you can use it for discount."

"I'm sorry I tied up that cash," said Bill. "I could use it for discount right now."

"Well, I'll give you another tip," said Ned. "You can take that stock down to the bank. Old P. R. Esident knows the concern and its standing. He'll lend you \$1,000 on it at 6%. The dividends will pay your carrying charges and give you a surplus of 4%. Then you can use the \$1,000 for discounting."

"Here's an interesting table," he continued, "that I cut out of a paper a few days ago. It tells just how money works at various rates of discount." And he showed him this memo:

Money earns
per annum

At 1%, 10 days, net 30 days.....	18%
At 2%, 10 days, net 30 days.....	36%
At 3%, 10 days, net 30 days.....	54%
At 3%, spot cash net 30 days.....	36%
At 5%, 10 days, net 30 days.....	90%
At 6%, 10 days, net 30 days.....	108%
At 8%, 10 days, net 30 days.....	144%
At 3%, 10 days, net 60 days.....	21.6%
At 2%, 10 days, net 60 days.....	14.4%
At 5%, 30 days, net 4 months.....	20%
At 3%, 30 days, net 60 days.....	36%

Bill looked it over and then said: "Gosh, even that one per cent. means nearly twice as much as the dividend on my stock. I'll paste that in my hat and let the figures trickle through into my brain."

A Few Non-Fragile Resolutions

Here are several New Year's Resolutions that will be hard to shatter because it is more profitable to keep them than to break them.

Commencing January 1st, 1921

I will push the sale of Kodak, Brownie, Graflex and Premo cameras because a camera sale pulls in its train sale after sale of related items.

I will push the sale of Eastman film—the dependable film in the yellow box—because a film customer comes in frequently.

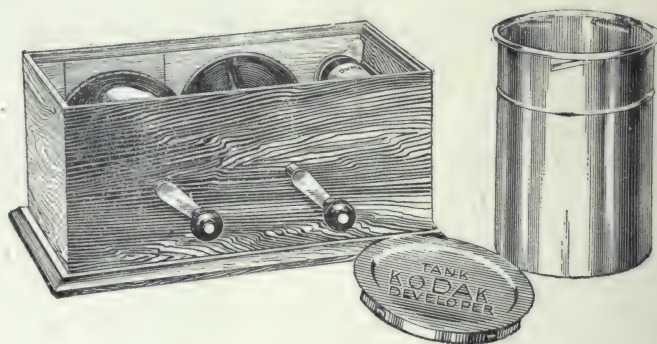
I will make a frequent *live* Kodak window display because it turns the buying public off the street and into my store.

I will make full use of the Kodak booklets, show cards, car cards, newspaper advertising, cuts, etc., because the man who goes after the business is the one who gets it.

I will have the goods in stock because a complete stock looks like business and makes business.

(Signed) RICHARD ROE.

January 1st, 1921



With

Kodak Film Tank *and* Velox Paper

you may develop and print *without a dark room*. It's all-by-daylight the Kodak way—from loading the camera to mounting the print.

We have them in stock.

RICHARD ROE & COMPANY

110 Tripod Avenue

EXTRA!

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 9A

TORONTO, CANADA

January 24, 1921

Taking the Loss, Now

We took no advantage of the situation when everybody else, at least almost everybody else, was advancing prices.

When war prices began to prevail, we had big stocks of cameras and of raw materials at pre-war costs. We could easily have made a big extra profit by advancing prices. The public would have taken the goods without a murmur. People expected to pay more. We sold on a cost basis, not a "get-all-you-can" basis.

Conditions are now reversed. We have cameras in stock, built at war prices; we have materials purchased at war prices. In manufacturing on a big scale, where production must be provided for months in advance, it is impossible to work on a hand-to-

mouth basis. We have made no wage reduction. It will be many months before raw materials, purchased now, will be in the form of the finished product, in the consumers' hands.

We were the last to raise prices and we raised prices the least. By the same token, we should be the last to reduce prices and should reduce them the least.

But the public has a short memory. It forgets that while Kodaks and Brownies were advanced an average of only 51%, general commodity prices were up 149%. And so in anticipation of lower costs later on, we propose to take a loss *now* on the Kodaks and Brownies that we have in stock and in process of manufacture.

Most manufacturers and practically all merchants took an extra profit on the rising market. We did not. Nevertheless, we propose, in the interest of promptly stabilizing business, to take our share of the loss on the declining market and take it now.

We have not gone all the way back to the pre-war basis. That

is not possible—but we have gone a long way, especially on those business builders, the box Brownies.

The prices which follow are effective January 24th, and the list prices are exactly as they will appear in the 1921 Catalogue.

Now for business.

New Kodak and Brownie List

Prices effective January 24th, 1921

Camera	Catalogue List
No. 0 Brownie	\$ 2.00
No. 2 Brownie	2.50
No. 2A Brownie	3.50
No. 3 Brownie	4.50
No. 2C Brownie	5.00
No. 2 Folding Brownie, Single Lens.....	9.00
Do., with R.R. Lens.....	11.00
No. 2A Folding Brownie, Single Lens.....	10.00
Do., with R. R. Lens.....	12.00
No. 2C Folding Brownie, Single Lens.....	13.50
Do., with R. R. Lens.....	16.00
No. 3A Folding Brownie, Single Lens.....	15.00
Do., with R. R. Lens.....	17.50
Vest Pocket Autographic Kodak, Single Lens.....	9.00
Do., with R. R. Lens.....	10.50
Vest Pocket Autographic Kodak Special, K. A. f. 7.7 Lens.....	16.50
Do., with K. A. f. 6.9 Lens.....	20.00
Do., with B. & L. Anastigmat f. 6.9 Lens.....	35.00
No. 1 Autographic Kodak Jr., Single Lens.....	15.00
Do., with R. R. Lens	17.00
Do., with K. A. f. 7.7 Lens.....	22.00
No. 1A Autographic Jr., Single Lens.....	16.00
Do., with R. R. Lens	18.00
Do., with K. A. f. 7.7 Lens	23.00
No. 2C Autographic Kodak Jr., Single Lens.....	18.00
Do., with R. R. Lens.....	20.00
Do., with K. A. f. 7.7. Lens.....	25.00

New Kodak and Brownie List—Continued

Camera	Catalogue List
No. 3A Autographic Kodak Jr., Single Lens.....	\$19.00
Do., with R. R. Lens	22.00
Do., with K. A. f. 7.7 Lens	27.00
No. 1A Autographic Kodak, R. R. Lens.....	23.00
Do., with K. A. f. 7.7 Lens.....	28.00
No. 3 Autographic Kodak, R. R. Lens.....	23.00
Do., with K. A. f. 7.7 Lens.....	28.00
No. 3A Autographic Kodak, R. R. Lens.....	27.00
Do., with K. A. f. 7.7 Lens.....	32.00
No. 1 Autographic Kodak Special, K. A. f. 6.3 Lens.....	43.00
Do., with B. & L. K. A. f. 6.3 Lens.....	64.00
Do., with B. & L. Spec. Anastigmat f. 6.3.....	50.00
Do., with B. & L. Tessar Series IIb f. 6.3 Lens.....	80.00
Do., with B. & L. Tessar Series Ic f. 4.5. Lens.....	80.00
No. 1A Autographic Kodak Special, K. A. f. 6.3 Lens.....	65.00
Do., with B. & L. Kodak Anastigmat f. 6.3 Lens.....	78.00
Do., with B. & L. Tessar Series IIb f. 6.3 Lens.....	90.00
No. 3 Autographic Kodak Special K. A. f. 6.3 Lens.....	55.00
Do., with B. & L. K. A. f. 6.3 Lens.....	70.00
Do., with B. & L. Tessar Series IIb f. 6.3 Lens.....	85.00
No. 3A Autographic Kodak Special, K. A. f. 6.3 Lens.....	74.00
Do., with B. & L. K. A. f. 6.3 Lens.....	93.00
Do., with B. & L. Tessar Series IIb f. 6.3 Lens.....	110.00
No. 1 Panoram Kodak	23.50
No. 4 Panoram Kodak.....	34.50
Stereo Kodak, Model 1.....	55.00
Kodak Enlarging Outfit	23.00

Trade Discount Unchanged.

On the trail of the Kodak—

Film business, paper business,
finishing business

But first of all—the Kodak Sale

And you must have the goods



All Outdoors Invites your

Kodak

RICHARD ROE & COMPANY

101 Tripod Avenue

Free on request—Cut as above, No. 191-A double column

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 10

TORONTO, CANADA

February, 1921

All Set

The extra edition of the Trade Circular of January 24th, told of the new prices on Kodaks and Brownies. We are publishing in this issue the new Premo list, showing substantial reductions all along the line.

You are now wondering about the Graflex line. After a most careful study of costs, it has been decided that no reductions can be made in the price of Graflex and Graphic cameras. The new catalogue is in the process of construction and will carry the prices *now* prevailing. With a few of the equipments, this means a slight increase over last year's catalogue.

There are no changes in film or paper prices.

We are "all set" for the season's business. Spring is almost here and summer will be close on its heels. Uncertainty about the Eastman line is behind you. Another big year is ahead of you. The advertised line is going to sell.

Through the boom years, when the goods really sold themselves, we maintained an extensive campaign so that the public would not forget us. Six months ago, when we foresaw to some extent the present conditions, we mapped out extensive

advertising increases for 1921. When things went bad in 1903 and in 1907, we increased our advertising and thereby offset the natural slump. Kodak dealers, at least those who like ourselves worked for increased business and carried a representative line in stock, never knew there was a slump. It will be the same this year.

We are fully maintaining our magazine advertising.

We have contracted for farm paper space that will intensively cover the country districts every month during 1921.

We are planning to break all our past records in the way of booklets and window display helps and electrotype service for dealers.

There is big business ahead for those of us who *make opportunity*. The way to make opportunity in our line is to sell cameras to consumers *through* dealers. Then comes the film and paper and chemical business almost of its own free will.

And the dealers who have the goods in stock and push them will be the ones to get the business that follows the camera sale.

All set for 1921.

New Premo Prices

Effective February 1st, 1921

	Catalogue List
Premo Jr. No. 1.....	\$2.50
Premo Jr. No. 1A.....	3.50
Premoette Jr. No. 1, Single Lens.....	9.00
Do., Planatograph Lens.....	11.00
Do., K. A. <i>f</i> .7.7 Lens.....	16.00
Premoette Sr., R. R. Lens 2½ x 4¼.....	15.00
Do., ¾ x ¾.....	15.00
Do., ¾ x 5½.....	19.00
Do., with K. A. <i>f</i> .7.7 Lens 2½ x 4¼.....	20.00
Do., ¾ x ¾.....	20.00
Do., ¾ x 5½.....	24.00
Pocket Premo.....	12.50
Premo No. 12, R. R. Lens.....	22.00
Do., with K. A. <i>f</i> .7.7 Lens.....	27.00
Do., with B. & L. K. A. <i>f</i> .6.3 Lens.....	65.00
Do., with K. A. <i>f</i> .6.3 Lens.....	50.00
Do., with B. & L. Tessar Series IIb <i>f</i> .6.3 Lens.....	85.00
Do., with B. & L. Tessar Series Ic <i>f</i> .4.5 Lens.....	85.00
Premo No. 8, 4 x 5, with plate holder and carrying case.....	25.00
Do., ¾ x 5½.....	25.00
Do., 5 x 7.....	35.00
Do., with K. A. <i>f</i> .7.7 Lens ¾ x 5½.....	30.00
Premo No. 9, Planatograph Lens ¾ x 5½, with plate holder and carrying case.....	45.00
Do., 4 x 5.....	45.00
Do., 5 x 7.....	55.00
Do., with K. A. <i>f</i> . 7.7 Lens ¾ x 5½.....	50.00
Do., 4 x 5.....	50.00
Do., with K. A. <i>f</i> .6.3 Lens ¾ x 5½.....	75.00
Do., 4 x 5.....	75.00
Do., with B. & L. K. A. <i>f</i> .6.3 Lens ¾ x 5½.....	90.00
Do., 4 x 5.....	85.00
Do., 5 x 7.....	120.00
Premo No. 10, Planatograph Lens, 5 x 7, with plate holder and carrying case.....	95.00
Do., with B. & L. K. A. <i>f</i> .6.3 Lens.....	165.00
Do., with B. & L. Protar Series VIIa, Lens No. 8.....	220.00
Cartridge Premo No. 2.....	2.50
Cartridge Premo No. 2A.....	3.50
Cartridge Premo No. 2C.....	5.00
Folding Cartridge Premo No. 2, Single Lens.....	8.00
Do., with R. R. Lens.....	10.00
Folding Cartridge Premo No. 2A, Single Lens.....	9.00
Do., with R. R. Lens.....	11.00
Folding Cartridge Premo No. 2C, Single Lens.....	12.50
Do., with R. R. Lens.....	15.00
Folding Cartridge Premo No. 3A, Single Lens.....	14.00
Do., with R. R. Lens.....	16.50
Withdrawn—No. 12 Premo with B. & L. Special Anastigmat Lens.	

Dealers' Discount 32%.

D. O. P. and D. K. C.

D. O. P. referring to Developing Out Paper is a familiar abbreviation.

The process of handling is equally familiar.

You first expose the print, then place it in a solution and watch the image develop. At the right moment you remove it, rinse it in a fixing bath, then wash and dry, trim and mount.

Every step is essential and each must be performed in its proper order.

D. K. C. is an unfamiliar abbreviation.

It means Developing Kodak Clerks.

And while the methods of handling are familiar enough, good results are sometimes expected even though some of the steps in development are omitted entirely.

First the Kodak clerk must have a pleasing personality and a good mind. The materials of which he is made must be sound. No amount of development will cure defects in the raw stock.

So the most important point is to select a well known product—a well known young man or young woman. That's a matter of investigation and knowledge of human nature.

Then comes the developing out process. The first step for him is to *study the line*. As applied to the Kodak line, the clerk must know photography too. That doesn't mean he has to know as much as the head of the Kodak Research Laboratory. But he must know (1) what items the company sells, and (2) what these items are used for.

The company's catalogues and the Condensed Price List are the

text books. The company maintains in Toronto a Service Department and at Rochester an Educational Department, which is literally the Faculty of the Kodak School. The tuition costs *nothing*. These departments are prepared to answer any question, any time with cheerful eagerness. Don't think their time is too valuable to waste over answering what might appear to be "foolish questions." They don't think so. They know the answer and they know how to tell it so it will be understood.

And that brings us to the next step.

The next step in development is for the clerk to *learn how to tell what he knows about photography* so the uninformed, non-technical, don't-care public will understand it. "Selling Kodaks and Supplies" and "How to Make Good Pictures" are the text books, and "Kodakery" is the once-a-month lecture on the subject. No man will be fully instructed in this art unless he possesses some of the instincts of a teacher.

One of the Kodak writers keeps over his desk a small sign reading: "The three rules of writing are: Simplify, *Simplify*, SIMPLIFY." That, by the way, is the slogan which has been followed in developing the Kodak system of photography.

And that's as good a rule as any for a clerk to have in his mind when talking to a customer. Of course the experienced salesman can soon determine from a customer's conversation what knowledge he has of photographic terms. But unless he knows his customer

is an experienced photographer, he will say "opening" instead of "diaphragm stop," and he will avoid phrases like "depth of focus" and "focal length" unless the customer knows the meaning or unless there is opportunity to explain it.

The next step in the development of a Kodak clerk is the ability to determine what is wrong with pictures brought in by amateurs, and here his development reaches its highest point, because knowledge, tact and good sense are all needed. Knowledge—to determine what is wrong; tact—to tell the customer inoffensively; and good sense—to refer the case to our Service Department if there is any doubt about what caused the defect.

We have said nothing about the development of a knowledge of human nature upon which the art of selling rests. We have omitted all reference to knowledge of the stock on hand, of current prices, of attractive display of goods. These are important, but they apply equally to those who sell nearly all lines of goods.

The whole point of the story is this: Can we be of any definite service in helping you develop your Kodak clerks? Do they read *The Kodak Salesman* regularly? To our mind, that represents the best regular help we can give at long distance in the developing of Kodak clerks. But we are ready to do more than that when called on.

Time to Coal Up

When a cold spell comes along, does the wise merchant say, "John, better let the furnace fire die down?" Of course, he does not. Freezing his customers out of the store is no part of his selling plan.

He burns a little more coal, gets

up a little more steam, warms the atmosphere and does enough more business to pay for the cost of the extra coal over and over. The advertisements on pages 6, 7 and 8 will generate steam. The engravings are free on request.

What of the Future?

For good business—

Optimism — Industry — Publicity

For bad business—

Pessimism — Hesitancy — Obscurity

You with Us! We and the millions like us are responsible for the future. What we say and do to-day will react upon others—will be reflected in the business of to-morrow.

Price Changes

The following changes in prices have been put into effect since the publication of the Trade Circular for January. Kindly have the entries made in your Condensed Price List.

REDUCTION (Effective Jan. 19, 1921).

TOZOL

(1920 Condensed Price List, page 44).

1 oz. bottle.....	\$0.65
¼ lb. bottle.....	2.35
½ lb. bottle.....	4.55
1 lb. bottle.....	8.75

Dealers' Discount 33⅓%

KODELON

(1920 Condensed Price List, page 43).

1 oz. bottle.....	\$0.60
¼ lb. bottle.....	2.15
½ lb. bottle.....	4.15
1 lb. bottle.....	8.00

Dealers' Discount 33⅓%

REDUCTION (Effective Jan. 25, 1921)

CITRIC ACID

(1920 Condensed Price List, page 43).

1 oz. bottle.....	\$0.18
¼ lb. bottle.....	.45
½ lb. bottle.....	.80
1 lb. bottle.....	1.50

Dealers' Discount 25%

EASTMAN'S PERMANENT CRYSTAL PYRO

(1920 Condensed Price List, page 43).

1 oz. bottle.....	\$0.37
¼ lb. bottle.....	1.05
½ lb. bottle.....	1.95
1 lb. bottle.....	3.75

Dealers' Discount 33⅓%

In lots of 100 ozs. or more as-sorted, 40%

EASTMAN'S RESUBLIMED PYRO

(1920 Condensed Price List, page 43).

1 oz. can.....	\$0.45
¼ lb. can.....	1.25
½ lb. can.....	2.30
1 lb. can.....	4.50

Dealers' Discount 33⅓%

In lots of 100 ozs. or more as-sorted, 40%

TOZOL

(1920 Condensed Price List, page 44).

1 oz. bottle.....	\$0.55
¼ lb. bottle.....	1.90
½ lb. bottle.....	3.60
1 lb. bottle.....	7.00

Dealers' Discount 33⅓%

"Preserve the Manual—and Read It"

This heading is the advice we are giving to amateurs through Kodakery. But like most advice, it probably won't be heeded by everybody. Along comes Mr. Trouble and he frequently sends the customer to you.

The manual would have prevented the trouble if it had been given the opportunity. So when the customer reports that kind of difficulty, you have an opportunity to be of service. If you have a

manual on hand for the customer's camera, it is the work of only a moment to point out the cure. At the same time, you make a friend and prevent further trouble.

When your store sells a camera, it is the part of wisdom to caution the customer: "Be sure to read and then preserve for re-reading the manual accompanying this camera. If anything is in doubt, let us know and we shall be glad to explain it."

Stolen Cameras

The store of Mr. N. P. Haist, Welland, Ont., was visited by thieves on Christmas Eve and among other things the following Kodaks were stolen:

- 1—3A Folding Autographic Kodak, R. R. Lens.....No. 56893
- 1—2C Autographic Kodak Junior, R. R. Lens.....No. 110946
- 1—Vest Pocket Kodak, R. R. Lens,.....No. 1228888
- 1—2A Folding Autographic Brownie, R. R. Lens.....No. 262541

Please communicate any information regarding the cameras mentioned to N. P. Haist, Box 65, Welland, Ont.

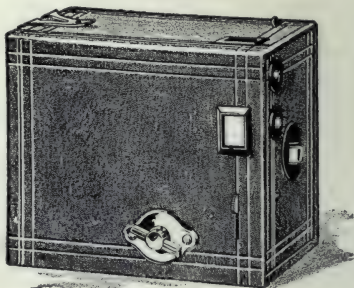
Our Shipping Address

Please note that all shipments to us, whether by Express or Freight, should be directed to West Toronto. There are in the City several stations on each of the Railway lines and if consignments are directed simply to Toronto, the probability is that delay will follow while the goods are transferred and rebilled to West Toronto.

Stone Developing Tanks

We receive a great many inquiries from the trade regarding the stone developing, fixing and washing tanks described in our booklet, "Developing and Printing for the Amateur." It will save everybody's time if such communications are addressed to Sweet, Wallach & Co., 133 No. Wabash Ave., Chicago, Ill. The tanks in all sizes are carried in stock there, and Sweet, Wallach & Company can give you full information as to sizes, capacity, price and freight.

It's a Brownie



And the price is
\$2.00

Everybody knows the Brownie camera. It is Eastman-designed and Eastman-made. And it uses Eastman film.

The No. 0, illustrated, sells for \$2.00 and it is so simple to operate that even young children can take good pictures with it.

Come and see it.

*We have a full stock of
Kodaks and Brownies*

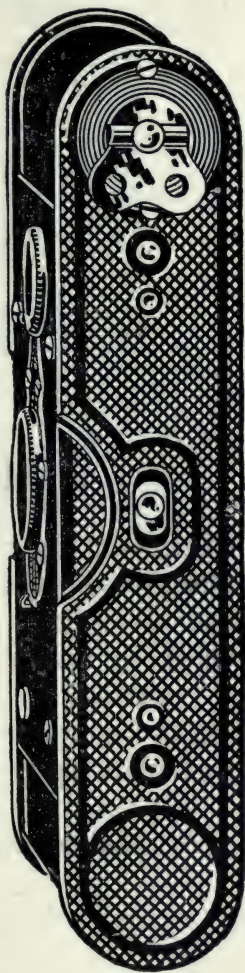
RICHARD ROE & CO.
101 Tripod Avenue.

Vest Pocket Kodak

Price \$9.00

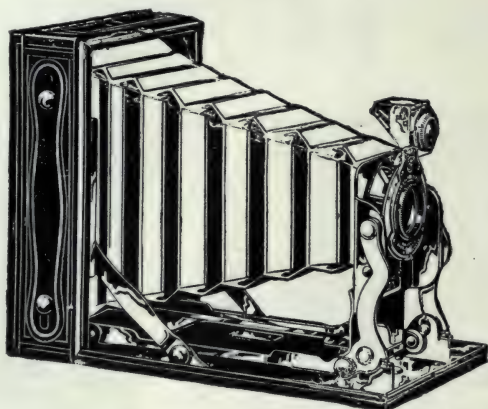
It's a real camera in every sense of the word. Its pictures, $1\frac{5}{8} \times 2\frac{1}{2}$ inches, can be readily enlarged to post card size or even larger. The Kodak is so small you wear it like a watch. The cost is equally small and the film of most economical size.

*We have a full stock of
KODAKS*



RICHARD ROE & COMPANY
101 Tripod Avenue

Pictures, $2\frac{1}{4}$ x $3\frac{1}{4}$ inches



Pocket Premo

Closed—it fits the hand or the pocket.

Open—it fits the average picture requirement.

Closed—it has a refined, unobtrusive appearance.

Open—it makes photographs of good size and quality.

Snaps into focus as the front board drops.

Loaded instantly with Eastman-made Premo Film Packs.

A companionable camera—and a capable one.

Price, \$12.50

RICHARD ROE & COMPANY

101 Tripod Avenue

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. II

TORONTO, CANADA

March, 1921

Tacks Again

A year ago now, the great bulk of our advertising in the general magazines was given over to informing the public about our trademark, "Kodak."

For several years our Kodak advertising has been general, very general. The point was just this: We purposed to continue the popularity of picture making and to keep our trade names in the public mind, yet we dared not concentrate our advertising on any particular camera. We never had enough of the goods in sight to make it safe. So we talked about Kodak photography in general and hoped the dealer would have something in stock he could sell the prospective customer when he came in.

In certain departments, our capacity is still short of the demand. Kodak Anastigmats are the neck of the bottle. It takes time to increase lens production and at the same time keep up quality. We have been so insistent about the quality that the demand has grown of itself and kept pace with the increases we have been able to make in production.

We feel that with our manufacturing facilities enlarged and business conditions what they are, the

time has come to again pick out a leader in the line and push that leader.

The camera selected is the No. 2C Autographic Kodak Junior with Kodak Anastigmat lens *f*7.7. Price \$25.00.

We have selected this camera and equipment because we believe that $2\frac{7}{8} \times 4\frac{7}{8}$ is the coming size in amateur pictures; because the camera, though capable, is simple to operate; because the price is a moderate one and because, with the Kodak Anastigmat lens, every camera sold is an advertisement that will sell more cameras of the same type.

Between now and July first, advertisements of this camera will appear in Canadian Magazines and Farm Papers to the extent of more than a million copies. In American Magazines which have a wide distribution in Canada, the 2C will also be advertised on a scale never before attempted.

The manufacturing departments are fully co-operating with us and the drive will be kept up both by them and by us.

We are going to put the 2C over and put it over "Big."

Price, camera, publicity—all are right. Your stock, that must be right too, if you are to benefit. We have laid our plans to make the production meet the demand. There's small chance of a fall down

on production—but then, there is a chance of even a bigger demand than we have figured on. And if that comes, the man who ordered early will be the one to have the goods—ready to make the sales.

How to Increase Your Profits

Every one connected with the photographic business knows that the public does not always get good pictures. A large majority do, but the minority must also, if sales are to be maintained at the highest point.

These errors are partly our fault, partly your fault, partly the public's fault, and partly just plain human nature.

If a person forgets to turn the key after making an exposure, and gets two pictures on one negative, or if he forgets whether the key has been turned or not, turns it to be safe, and gets no picture on one negative—that's just plain human nature.

But there are other ways of going wrong for many of which the public blames somebody other than himself.

If the film is fogged because the release was pressed only once, instead of twice, in making a time exposure, or if either the subject or the camera moved during exposure, no great harm is done providing the public knows the reason. But usually the beginner or the indifferent photographer thinks the camera is at fault or the finishing of the negatives badly done.

We can print the instructions in our manuals, but unless you urge the customer to read the manual and to keep it for reference, many will never benefit by the instructions.

Probably the best time to correct mistakes is when the customer shows you imperfect pictures.

For months, our Service Department has kept a record of the failures made on negatives sent here for development, and giving the amateur the benefit of the doubt in every case 90% of the failures are his fault, rather than a fault in film or camera.

A brief inspection of these flaws with the remedy in the order of recurrence will help you to recognize and correct them.

1. *Negative under-exposed.* ("Give it more time." "Judge light conditions more carefully" and "Read your manual.")

2. *Camera moved.* ("Hold the camera steady," and "Read the manual.")

3. *Film fogged.* ("See that the shutter is closed before loading the camera and after taking a time exposure.")

4. *Negative over-exposed.* ("Read the manual" and "Observe results by keeping records of exposure data.")

5. *Double exposure.* ("Turn the key immediately after making an exposure. Make this a habit.")

6. *Film not exposed.* ("Turn the key immediately after making an exposure. Make this a habit.")

7. *Negative light struck.* ("When loading, thread the paper into the slot in the spool; turn key just enough so that paper binds on

spool and no more. When unloading, before opening the camera, turn the key until the end of the paper is seen through the red window.")

8. *Out of focus.* ("Read the manual.")

Besides these there are minor errors which suggest their own remedy.

9. *Subject moved.*

10. *One negative partly overlap-*

ped by another.

11. *Fog due to dirt on lens.*

12. *Part of subject cut off.*

All of these faults, separately and together, cause disappointment, which lessens your sales of film and paper.

If the cause of a failure is in doubt, address the Service Department, Canadian Kodak Co., Limited, Toronto.

What *Kodakery* Does For You

Kodakery, the monthly magazine which is sent for a year to every purchaser of a Kodak, Brownie or Premo, is not only free reading for the camerist, but is also free advertising for your Kodak counter.

Once it reaches a camera owner, *Kodakery* does this for the dealer:

Sells more film and accessories by stimulating the enthusiasm of the amateur.

Sells more materials and photographic devices by describing special fields of photography, such as Kodak portraiture, making pictures by flash-light, developing-and-printing at home.

Sells new conveniences and new accessories by announcements in the advertising pages and by special articles explaining their uses.

Sells the Kodak service idea to your customer when you fill in the coupon (first page in every manual) and mail it to us.

Don't fail to take advantage of the free "*Kodakery*" proposition. It pleases the customer and brings more business to you.

A Vest Pocket Kodak \$9.00



—and it's Autographic

A Vest Pocket Autographic Kodak is like a pocket note book. It goes wherever you go and it takes pictures of the most economical size— $1\frac{5}{8} \times 2\frac{1}{2}$ inches. It loads for 8 exposures and an extra roll of 8 films is as easy to carry as a spool of thread.

And we'd like to show you the new V. P. K. Focusing Model, equipped with *f.* 6.9 Kodak Anastigmat Lens. It's a dandy—Autographic of course—and the price is only \$21.00.

(Your Name and Address here)

Advertising for Kodak Self-Timer

There was an astonishingly large sale of Kodak Self-Timers last year. In fact the sale was so large that it woke us up to a realization of the possibilities. We had advertised this useful little accessory in Kodakery and the other amateur photographic magazines, but had never advertised it as we have the Kodak Portrait Attachment. And yet it sold in enormous quantities.

We are now going to feature it extensively and that fact is sure to mean more business. But the amateur who comes in and asks for a little sundry like this is likely not to come again if he fails to find it in stock.

People like to take pictures of themselves. It's one of the innocent human frailties. Kodak Self Timers will help them to do it and that means not merely the profit on this sundry, but the delightful old story of more film sales—for all of us.

Besides its use for self-portraiture there is a wide demand awaiting it from those who have previously been left out of "group" pictures, because some one had to "press the button." Now the Self-Timer does it.

Stock the Kodak Self-Timer; display it, explain it.

There's a home side, a fun side, an educational side and a practical side to the Kodak on the farm. The booklets that will tell your rural customers all about it are entitled "The Kodak on the Farm," and they are free in reasonable quantities.

A Focusing Model V.P.K.!

The exclamation point at the end of this headline means that the new focusing model Vest Pocket Kodak is worth exclaiming over.

It is a *Special* with a Kodak Anastigmat *f.* 6.9 lens especially made for it.

But its greatest feature is extremely special.

This feature is a most efficient focusing device.

You first pull out the bellows to the limit of extension, just as you do with the fixed focus models.

To change the focus for any distance from 3 feet to infinity, the lens flange is merely turned in its socket. All the variations in focus for the indicated distances—3, 3½, 4, 5, 6, 8, 10, 15, 25 and 100 feet—are accomplished in less than one complete revolution of the lens flange.

With this new Vest Pocket Kodak, head-and-shoulder portraits of a person, or large-sized close-ups of any object may be taken without a Portrait Attachment, the focusing range being even greater than that of other hand cameras that are focused by means of moving the entire front backward and forward. It is equally adapted for groups, for distant landscapes and for all the subjects possible to amateur photography.

To the old pocket convenience, competent design, diminutive size, light weight and refined appearance of Vest Pocket

Kodaks, this new model adds the advantages of a focusing camera. Its latitude will delight the experienced photographer, while its continued simplicity of operation meets the requirements of the beginner. In design, construction and range of usefulness it reaches the peak of small camera excellence.

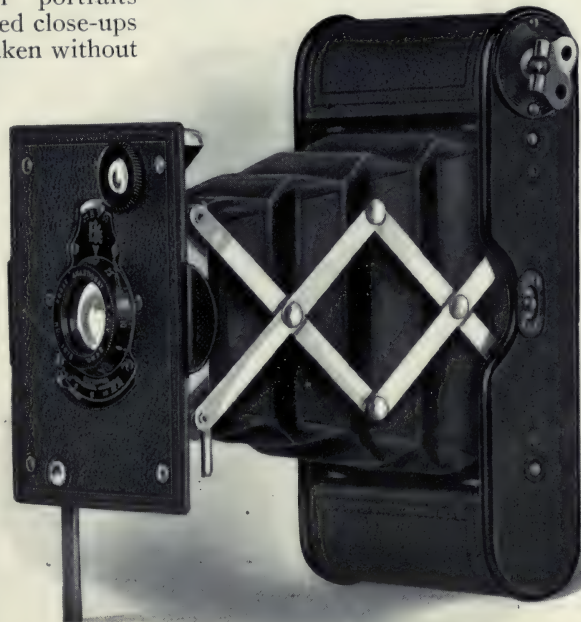
Here are the specifications:

Size of pictures: 1½ x 2½ inches. Size of Kodak: 1 x 2¾ x 4¼ inches. Capacity without reloading: 8 exposures. Weight: 11 ounces. Adjustable focus. Lens: Kodak Anastigmat, *f.* 6.9, 3½ inch focus. Kodak Ball bearing Shutter No. 0 with finger release only (cable release attachment sold separately). Speeds: 1/25, 1/50 second, and time and "bulb" actions. Brilliant finder; reversible for vertical and horizontal pictures. Covered with pin-grain Morocco. Metal parts finished in nickel and black enamel. Black bellows. Autographic feature.

The price is low, almost too low for the value given, but that means a quick turnover for both of us.

Catalogue list \$21.00

There's a big field for new business in this efficient Vest Pocket.



Price Changes

Since the last Trade Circular was issued, the following changes in price have been made. Kindly have the entries made in your Condensed Price List.

REDUCTION.

Effective March 4, 1921.

CARRYING CASES.

(1920 Condensed Price List, pages 39-42).

Tan Leather Carrying Case, with belt loop, for Vest Pocket Autographic Kodak	\$1.50
Grain Leather Case, velvet lined, for Vest Pocket Kodak Special ..	1.75
Leather Hand Carrying Case, with shoulder strap, for No. 1 Autographic Kodak Junior	4.00
Do., for No. 1A Autographic Kodak Junior	4.00
Do., for No. 2C Autographic Kodak Junior	4.50
Do., for No. 3A Autographic Kodak Junior	4.75
Do., for No. 1A Autographic Kodak	4.00
Do., for No. 3 Autographic Kodak	4.00
Do., for No. 3A Autographic Kodak	4.75
Long Grain Leather, velvet lined, Case with Strap, for No. 1 Autographic Kodak Special	4.50
Grain Leather, velvet lined, Case with Strap, for No. 1A Autographic Kodak Special	5.00
Do., for No. 3 Autographic Kodak Special	5.00
Do., for No. 3A Autographic Kodak Special	6.00
Leather Hand Carrying Case, with shoulder strap, for No. 1 Panoram Kodak	6.50
Do., for No. 4 Panoram Kodak	9.00
Leatherette Hand Carrying Case for No. 0 Brownie Camera	1.00
Do., with shoulder strap, for No. 2 Brownie Camera	1.25
Do., for No. 2A Brownie Camera	1.50
Do., for No. 2C Brownie Camera	1.60
Do., for No. 3 Brownie Camera	1.60
Do., for No. 2 Folding Autographic Brownie	1.50
Do., for No. 2A Folding Autographic Brownie	1.60
Do., for No. 2C Folding Autographic Brownie	1.70
Do., for No. 3A Folding Autographic Brownie	1.80
Leatherette Carrying Case for Premo Junior No. 1,	1.35
Do., for Premo Junior No. 1A	1.60
Sole Leather Case, with shoulder strap, for Premoette Jr., No. 1 ..	2.40
Do., for Premoette Senior, No. 1A	3.50
Do., for Premoette Senior, No. 3	3.50
Do., for Premoette Senior, No. 3A	4.75
Leatherette Case, with shoulder strap, for No. 2 Cartridge Premo ..	1.35
Do., for No. 2A Cartridge Premo	1.70
Do., for No. 2C Cartridge Premo	1.80
Do., for No. 2 Folding Cartridge Premo	1.70
Do., for No. 2A Folding Cartridge Premo	1.80
Do., for No. 2C Folding Cartridge Premo	1.90
Do., for No. 3A Folding Cartridge Premo	2.00
Sole Leather Case, velvet lined, for Premo No. 10, and six plate Holders	16.00
Velvet lined Case for Premo No. 12	4.50

Dealers' Discount, 30%.

Note.—There is no change in prices of Carrying Cases not included in above list.

REDUCTION.

Effective March 7, 1921.

TOZOL.

(1920 Condensed Price List, page 44).

1 oz. Bottle	\$0.45
¼ lb. Bottle	1.55
½ lb. Bottle	2.90
1 lb. Bottle	5.50

Dealers' Discount 33 1-3%.

ADVANCE.

Effective March 8, 1921.

PREMO FILM PACK.

(1920 Condensed Price List, page 50).

1¾ x 2¾, No. 300	\$0.35
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Dealers' Discount Unchanged.

NEW GOODS.

On list March 1, 1921.

CHEMICALS.

(1920 Condensed Price List, page 44.)

Zinc, Granulated, per lb. package	\$0.55
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Dealers' Discount, 33 1-3%.

Albums

(1920 Condensed Price List, page 13).

A handsome new album at popular prices — The Adanac — Solid bound, with covers of black cloth, linen finish, embossed "Photographs" in the upper left-hand corner. Made in four sizes with twenty-five black leaves.

Prices

5 x 8, A.....	\$1.00
7 x 11, B.....	1.35
10 x 12, C.....	2.00
9 x 14, D.....	2.15

Dealers' Discount 40%.

The same special quantity discounts as for Apollo, Balmoral, Forum, Kodak, Strand, Tiber and Westminster Albums.

Discontinued

"An Atlas of Absorption Spectra," a Wratten and Wainwright Publication, listed on page 106 of the 1920 Condensed Price List, is out of print and will therefore be dropped from the list.

The Cloth Bound or Library Edition of the book "How to Make Good Pictures," has been discontinued, but copies bound with paper covers will continue to be supplied as heretofore.

Repairs

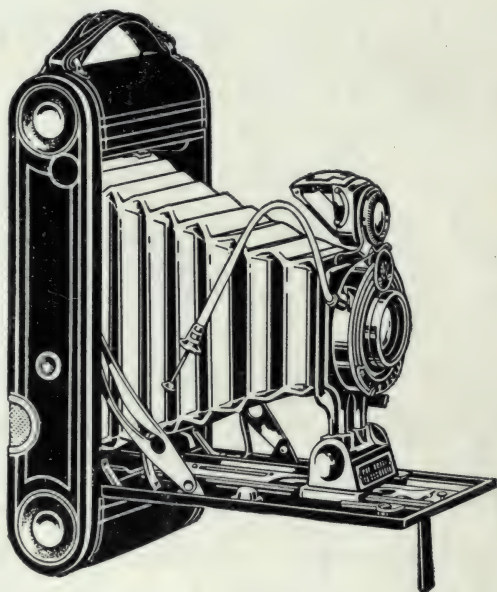
At this time of the year dealers should seize every opportunity to induce customers to have their cameras overhauled. So many amateurs leave their repairs until a few weeks before they are going on their holidays, and then expect the work to be rushed through at the busiest time of the year. It is a good time also to see whether all Kodaks in stock are in perfect working order, and if any stock repairs are required to send them in to Repair Department, Canadian Kodak Co., Limited, West Toronto.

That's What We Said

Many years ago a photographic editor in an attack upon us said, in effect, this:

"All that is necessary to get the business away from the Kodak people is for their competitors to make better goods or make equally good goods and sell them at a lower price."

Our answer was: "That's what we have always said."



No. 2C
Autographic
Kodak Jr.,

equipped with
Kodak
Anastigmat
f 7.7 lens
\$25.00

The Pictures— $2\frac{7}{8} \times 4\frac{7}{8}$, a little larger than 1A—a trifle smaller than the full post card size—yet of the same pleasing proportions as those favorites.

The Camera itself is small, light, convenient, finely finished in every detail and extremely simple in operation.

The Price of the No. 2C Autographic Kodak Jr. equipped with single lens is \$18.00—with double (R.R. Lens) \$20.00—and the film—45 cents per roll of 6 exposures.

(Your Name and Address here)

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

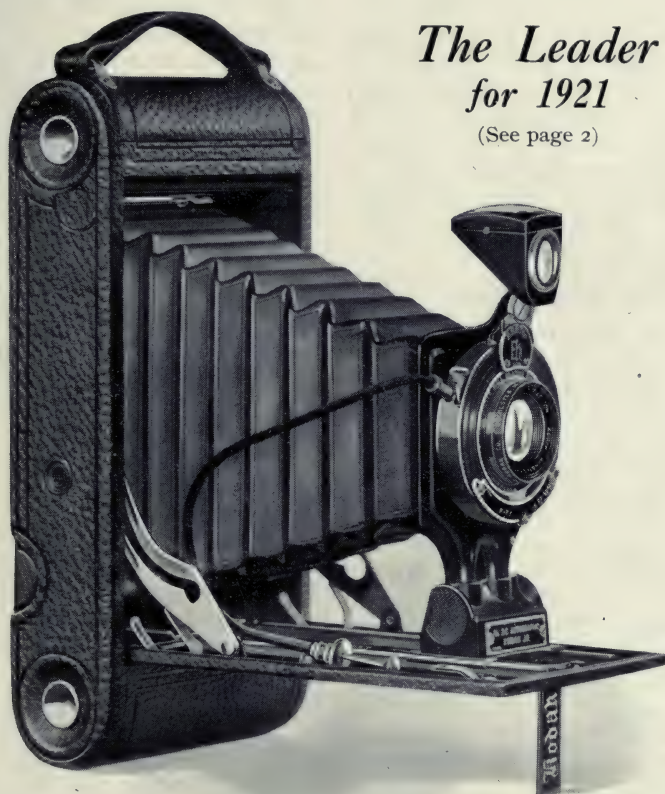
Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVII., No. 12

TORONTO, CANADA

April, 1921



*The Leader
for 1921*

(See page 2)

Why We Picked the 2C Junior with Anastigmat Lens

The foolish extravagance that was a reaction from war conditions is over.

But people are by no means "broke." They simply want full value for their money, and when satisfied that they are getting full value, are willing to spend.

In picking out a leader for our 1921 selling campaign, we took this into consideration. We decided to concentrate heavily on a camera of medium price and medium size that carried at the same time unusual value. Such a camera is the No. 2C Autographic Kodak Jr., with Kodak Anastigmat *f.* 7.7 lens. It has all the features that the average person wants, it gives pictures of a most satisfactory size, and the price, \$25.00, looks small in these days.

The Work it Does

There is another important reason from your standpoint and ours for pushing this camera with the *f.* 7.7 Anastigmat lens. It is not just because there is a little more profit on the extra equipment. It's because the purchasers of cameras with the *f.* 7.7 Kodak Anastigmats are enthusiastic over their results. They talk Kodak to other people; they talk Anastigmat lenses to other people; they expose a lot of film, and they get many negatives from which excellent enlargements can be made.

The better results our customers, yours and ours, get, the more business we can all do, and this 1921 leader will give the results.

Making it Easy

The advertising behind the 2C

campaign will be International in its scope. The Eastman Kodak Co. have already ordered full pages in all the leading American Magazines and Farm Papers, many of which have a wide circulation in Canada. Canadian Magazines and Farm Papers will carry similar copy of our own. But comprehensive as our advertising campaign is, we do not flatter ourselves that it is going to send people into your stores in droves demanding this camera. But it is going to make it mighty easy to sell. When you advertise and display the very article that people have had forcefully brought to their attention time and again in their favorite publications, it is going to mean business for you.

Everybody Benefits

All dealers will benefit by the magazine advertising. All dealers, but particularly the small town dealers, will benefit by the farm paper advertising. Nobody has been overlooked.

The Tie Up

For your show windows we are preparing a card, which features the 2C with Portrait Attachment. There are electrotypes for use in your newspaper advertising, which it will well pay you to use extensively just at the time we are exploiting this camera so widely. There will be mailed to every dealer in time to reach him early in May, a rotogravure of the same advertisement that is to appear in the Rotogravure Section of the Toronto Star Weekly on May 7, an advertisement that is full of human

interest and good selling argument. Gummed to your show window, it cannot help creating desire for a 2C, with just the equipment it describes.

All these things will help you tie up to the big advertising campaign, but best of all: Your own window display *showing the cameras themselves*.

What's New for 1921

The New Kodak Catalogue

The new Kodak Catalogue will be published the first week of May. We expect to send you an advance copy then, and afterwards the imprinted copies will be rushed out in double time.

An early Spring and an early catalogue is a combination for Kodak sales.

The New Cameras

The new catalogue illustrates and describes two new cameras, one, the Vest Pocket Kodak, *Special* (focusing model), you read about in last month's Trade Circular. The other is a new model of the No. 1 Autographic Kodak *Special*. While it bears the same name and number as its predecessor, it is not merely an improved model; it is an entirely new camera. The body design is new, the size of the camera is new and smaller, the method of inserting the film is new, and most important of all, the shutter is new. It will be ready for delivery about June 15th, but orders will be booked for shipment "when ready."

The New Shutters

As regular equipment for the Nos. 1, 1A, 3 and 3A Autographic Kodaks, *Special*, for 1921 there is a new shutter—the Kodamatic, made by the Eastman Kodak Company.

It would have been impossible, prior to the perfecting of speed

measuring devices in the Kodak Research Laboratory, to have manufactured a shutter with the precision of the new Kodamatic. Moreover, it is so constructed as to insure a maintenance of accuracy.

Its highest speed, one two-hundredth of a second, is fast enough to "catch" almost any moving object that the hand camera would ever be expected to photograph. It is a "setting" shutter; that is, it must be set for each exposure, the range of automatic timing being 1/200 (1/150 on 3A), 1/100, 1/50, 1/25, 1/10, 1/5 and 1/2 second. It has also, of course, the "bulb" and time actions.

A feature of the utmost value in getting correct exposures is a sliding scale, attached to the "stop" indicator plate, which shows what speed to use for each stop opening under four different lighting conditions—dull, gray, clear or brilliant.

As alternative equipment on the No. 1 *Special* an Ilex Shutter is offered, and on the Nos. 1A, 3 and 3A *Specials* both the Ilex and the Optimo Shutters are optional.

The New Show Cards

The new show cards—suggestive of Spring and sunshine and Kodak days—are being prepared and will be ready for forwarding early in May.

A New Car Card

A new car card—illustrated on the next page—is about ready for delivery. Sent free on request, imprinted with your name and address for street car use.

The New Summer Books

The new Kodak Summer Books won't be published for several weeks—but the supply is not unlimited—and the first requests get first attention. As usual, they feature the leading cameras in the line and are imprinted with your name and the address of your store.

New Advertisements for the Kodak Dealer

Within a few weeks we shall mail you a new folder, "Spring and Summer Advertisements for the Kodak Dealer." It illustrates fourteen advertisements for use in newspapers, circulars, house organs, etc. On request we will supply free of charge electrotypes of the

drawings alone or of the complete advertisements, including both illustration and text.

The New Season

All outdoors is inviting a host of Kodaks with an urgency that cannot be denied. The man who has the goods *will* make the sales; the man who hasn't got the goods *can't* make sales.

Not New But Important

Kodak advertising in the magazines, newspapers and farm papers will start the public toward a Kodak dealer. Your advertising in the newspapers, the cars, in your windows and elsewhere will turn them into *your* store.

The merchant who uses Kodak advertising material, the dealer who advertises, will prove to his profit that the fellow was right who said: "There ain't no hard times coming; it's only the soft times going."

Kodak
as you go

RICHARD ROE & CO.
1201 Tripod Avenue



Car Card No. 816

Reduction in Price of Certain B. & L. Lenses and Cameras Equipped with Them

Before we set new prices on the Kodak, Brownie and Premo lines in January and February, we made due inquiry of all those from whom we buy any raw stock or camera part. To the best of their knowledge they gave us an accurate estimate of prices which would prevail for the next few months. We then said, in effect: "The new prices are fixed definitely, not on a basis of what it cost us to produce the stock we have on hand but on a basis of what it will cost to produce future stocks."

Bausch & Lomb have just reduced the price of B. & L. lenses and we are accordingly passing the reductions on to you. The new prices affect Kodaks, Premos, Graflex and Graphic Cameras equipped with certain B. & L. lenses and also the lenses themselves.

Effective March 18, 1921

(1920 Condensed Price List, Pages 15 to 25).

	Catalogue List
No. 1 Autographic Kodak Special (Model A) with B. & L. Tessar Series IIb f. 6.3 lens.....	\$75.00
Do., with B. & L. Tessar Series Ic f. 4.5 lens.....	75.00
No. 1A Autographic Kodak Special with B. & L. Tessar Series IIb f. 6.3 lens.....	86.00
No. 3 Autographic Kodak Special with B. & L. Tessar Series IIb f. 6.3 lens.....	81.00
No. 3A Autographic Kodak Special with B. & L. Tessar Series IIb f. 6.3 lens.....	104.50
Premo No. 12 with B. & L. Tessar Series IIb f. 6.3 lens.....	80.00
Do., with B. & L. Tessar Series Ic f. 4.5 lens.....	80.00
Premo No. 10 with B. & L. Protar Series VIIa lens No. 8 and Optimo Shutter.....	210.00
No. 1A Graflex with B. & L. Tessar lens, Series Ic f. 4.5 No. 14.....	155.50
No. 3A Graflex with B. & L. Tessar lens, Series Ic f. 4.5 No. 15A.....	193.00
Auto Graflex with B. & L. Tessar lens, Series Ic f. 4.5—	
3¼ x 4¼, No. 14 lens.....	131.50
4 x 5, No. 15 lens.....	152.00
5 x 7, No. 16 lens.....	206.00
Auto Graflex Junior with B. & L. Tessar lens, Series Ic f. 4.5 No. 13..	109.00
Revolving Back Graflex Junior with B. & L. Tessar lens, Series Ic f. No. 15.....	148.00
Compact Graflex with B. & L. Tessar lens, Series Ic f. 4.5—	
3¼ x 5½, No. 15A lens.....	193.00
5 x 7, No. 16 lens.....	234.00
Revolving Back Telescopic Graflex with B. & L. Tessar lens, Series Ic f. 4.5—	
3¼ x 4¼, No. 15 lens.....	180.00
4 x 5, No. 16 lens.....	226.00
Revolving Back Auto Graflex with B. & L. Tessar lens, Series Ic f. 4.5—	
3¼ x 4¼, No. 15A lens.....	209.00
4 x 5, No. 17 lens.....	297.00
Do., with B. & L. Protar lens, Series VIIa f. 6.3—	
3¼ x 4¼, No. 10 lens.....	235.00
4 x 5, No. 13 lens.....	283.00

Press Graflex with B. & L. Tessar lens, Series Ic f. 4.5 No. 16.....	\$282.00
Home Portrait Graflex with B. & L. Tessar lens, Series Ic f. 4.5 No. 17	345.00
Do., with B. & L. Tessar lens, Series Ic f. 4.5 No. 18.....	403.00
Revolving Back Cycle Graphic with B. & L. Protar lens, Series VIIa and Volute Shutter, including Double Plate Holder and Leather Carrying Case—	
4 x 5, No. 7 lens.....	195.00
5 x 7, No. 10 lens.....	230.00
6½ x 8½, No. 13 lens.....	289.00
8 x 10, No. 17 lens.....	398.00
Speed Graphic with B. & L. Tessar lens, Series Ic f. 4.5—	
3¼ x 4¼, No. 14 lens.....	141.50
4 x 5, No. 15 lens.....	159.50
3¼ x 5½, No. 15A lens.....	173.50
5 x 7, No. 16 lens.....	209.50
Stereoscopic Graphic, 5 x 7, with matched B. & L. Protar lenses, Series V, No. 2	200.00

Trade Discount 32%

Lenses**BAUSCH & LOMB TESSAR**

Series Ic f. 4.5

Lens in Barrel

No.	Catalogue List	No.	Catalogue List
12	\$ 47.50	17	\$168.75
13	52.50	18	237.50
14	60.00	18a	306.25
15	70.00	19	368.75
15a	85.00	20	525.00
16	105.00		

BAUSCH & LOMB TESSAR

Series IIb f. 6.3

Lens in Barrel

No.	Catalogue List	No.	Catalogue List
2a	\$ 37.50	5k	\$ 65.00
3	47.50	5a	73.75
4	51.25	6	90.00
5	53.75	7	121.25

BAUSCH & LOMB CONVERTIBLE PROTAR

Series VIIa

Lens in Barrel

No.	Catalogue List	No.	Catalogue List
1	\$ 72.50	10	\$115.00
2	76.25	11	133.75
3	83.75	12	165.00
4	80.00	13	152.50
5	87.50	14	183.75
6	98.75	15	216.25
7	93.75	16	213.75
8	105.00	17	246.25
9	123.75		

BAUSCH & LOMB EXTREME WIDE ANGLE LENS**Series V f. 18**

No.	Catalogue List	No.	Catalogue List
1, Lens in Barrel	\$35.00	3, Lens in Barrel	\$42.50
2, Lens in Barrel	35.00	4, Lens in Barrel	52.50

Dealers' Discount 33½%

Lower Prices on All Kodak Albums

(Effective April 5, 1921)

THE APOLLO ALBUM

(1920 Condensed Price List, page 11).

A 25 leaves, 5 x 8	\$1.10
B 25 leaves, 7 x 11	1.45
C 25 leaves, 10 x 12	2.10
D 25 leaves, 9 x 14	2.25
E 50 leaves, 5 x 8	1.35
F 50 leaves, 7 x 11	1.75
G 50 leaves, 10 x 12	2.45
H 50 leaves, 9 x 14	2.65

THE BALMORAL ALBUM

(1920 Condensed Price List, page 11).

A 50 leaves, 5½ x 7	\$2.50
B 50 leaves, 7 x 10	3.50
C 50 leaves, 10 x 12	5.00

THE FORUM ALBUM

(1920 Condensed Price List, page 11).

A 25 black leaves, 5½ x 7	\$0.90
B 25 black leaves, 7 x 10	1.10
C 25 black leaves, 10 x 7	1.10
D 25 black leaves, 11 x 14	1.75
E 50 black leaves, 5½ x 7	1.10
F 50 black leaves, 7 x 10	1.50
G 50 black leaves, 10 x 7	1.50
H 50 black leaves, 11 x 14	2.40
N 25 sepia leaves, 5½ x 790
O 25 sepia leaves, 7 x 10	1.10
P 25 sepia leaves, 10 x 7	1.10
R 25 sepia leaves, 11 x 14	1.75

THE GLENDALE ALBUM

(1920 Condensed Price List, page 12).

A 50 leaves, 5½ x 7	\$1.25
B 50 leaves, 7 x 10	1.75
C 50 leaves, 10 x 12	2.75

THE KINGSWAY ALBUM

(1920 Condensed Price List, page 12).

A 50 leaves, 5½ x 7	\$3.10
B 50 leaves, 7 x 10	4.50

THE KODAK ALBUM

(1920 Condensed Price List, page 12).

A 50 leaves, 4¾ x 7	\$4.00
B 50 leaves, 7 x 11	6.00

THE STRAND ALBUM

(1920 Condensed Price List, page 12).

B 50 leaves, 7 x 11	\$3.50
D 50 leaves, 11 x 14	6.75
E 50 leaves, 9 x 14	5.75

THE TIBER ALBUM

(1920 Condensed Price List, page 13).

A 50 leaves, 5 x 8	\$1.35
B 50 leaves, 7 x 11	1.85
C 50 leaves, 10 x 12	2.50
D 50 leaves, 9 x 14	3.00

THE WESTMINSTER ALBUM

(1920 Condensed Price List, page 13).

A 50 leaves, 5½ x 7	\$1.50
B 50 leaves, 7 x 10	2.00
C 50 leaves, 10 x 12	3.25

THE ADANAC ALBUM

(1920 Condensed Price List, page 13).

A 25 leaves, 5 x 8	\$0.90
B 25 leaves, 7 x 11	1.20
C 25 leaves, 10 x 12	1.75
D 25 leaves, 9 x 14	1.90

Dealers' Discount on Apollo, Balmoral, Forum, Glendale, Kingsway, Kodak, Strand, Tiber, Westminster and Adanac Albums 40%.

On assorted lots of \$50.00 value or more, 40 and 10%.

On assorted lots of \$100.00 value or more, 40, 10 and 10%.

THE ARTIST'S ALBUM

(1920 Condensed Price List, page 11).

Nos. 1, 2 and 3, each	\$0.35
Nos. 4, 5 and 6, each50

Dealers' Discount 33½%

THE WEEK-END ALBUM

(1920 Condensed Price List, page 13).

No. 1, for 2½ x 4¼ prints	\$0.35
No. 2, for 3¼ x 5½ prints50

Dealers' Discount 33½%

THE SNAP SHOT ALBUM

(1920 Condensed Price List, page 12).

No. 18, 7 x 10	\$0.20
No. 19, 5½ x 715

Dealers' Discount 33½%

Reduced Prices on Inslip, Remington, Vista and Woodmere Mounts

(Effective April 8, 1921)

INSLIP

(1920 Condensed Price List, page 56).

For prints	Per 100	Per doz.
A, 3¼ x 5½	\$6.00	\$0.85
B, 4¼ x 6½	6.25	.90
C, 5 x 7	6.25	.90
D, 6½ x 8½	8.25	1.15
E, 6 x 10	8.25	1.15
F, 8 x 10	10.00	1.45
K, 5 x 8½	6.75	.90
M, 7 x 11	13.00	1.75

		Per half doz.
G, 10 x 12	15.50	1.15
H, 8 x 14	15.50	1.15
J, 11 x 14	21.00	1.50
L, 7 x 12	15.00	1.15

REMINGTON

(1920 Condensed Price List, page 57).

No.	For photos	Per 50	Per doz.
391, 5	x 7	\$3.75	\$1.05
392, 6½	x 8½	5.25	1.35
393, 8	x 10	6.50	1.70
394, 6	x 10	6.50	1.70

VISTA

(1920 Condensed Price List, page 58).

No.	For photos	Per 50	Per doz.
381, 5	x 7	\$3.00	\$0.80
382, 6½	x 8½	3.50	.90
383, 8	x 10	4.25	1.05

WOODMERE

(1920 Condensed Price List, page 59).

No.	For photos	Per 50	Per doz.
401, 5	x 7	\$3.75	\$1.05
402, 6½	x 8½	5.25	1.35
403, 8	x 10	6.50	1.70

Dealers' Discount 25%

Additional Price Changes

Effective April 15, 1921).

HYDROCHINON

(1920 Condensed Price List, page 43).

1 oz. can.....	\$0.30
¼ lb. can.....	1.00
½ lb. can.....	1.90
1 lb. can.....	3.65
5 lb. can.....	18.00

Dealers' Discount 33⅓%

In 25 lb. lots, assorted, 40%

POTASSIUM BROMIDE

(1920 Condensed Price List, page 43).

1 oz. can.....	\$0.11
4 oz. can.....	.25
8 oz. can.....	.40
16 oz. can.....	.75

Dealers' Discount 25%

PYRO, E.P.C.

(1920 Condensed Price List, page 43).

1 oz. bottle.....	\$0.33
4 oz. bottle.....	.95
8 oz. bottle.....	1.75
16 oz. bottle.....	3.40

Dealers' Discount 33⅓%

In 100 oz. lots or more, assorted, 40%

PHOTO PASTE

(1920 Condensed Price List, page 93).

3 oz. tube.....	\$0.20
5 oz. tube.....	.30

Dealers' Discount 40%

Effective March 18, 1921

EASTMAN PORTABLE BACK-GROUND

(1920 Condensed Price List, page 88).

Plain white, black or grey, size	
4 x 5 ft., each.....	\$5.50

Dealers' Discount 25%

Effective March 23, 1921

X-RAY DEVELOPING POWDERS

(1920 Condensed Price List, page 46).

No. 1 package, containing six powders, each sufficient to prepare 6 ozs. ready-to-use solution.....	\$0.55
No. 2 package, containing six powders, each sufficient to prepare 12 ozs. ready-to-use solution.....	.90
No. 3 package, sufficient to prepare 1 gal. ready-to-use solution, per package.....	1.25

Dealers' Discount 33⅓%

New Goods

No. 75 AERO PANCHROMATIC FILM

(For Model K1 Automatic Aero Film Camera).

Cartridge 9½ in. x 25 ft. for 37 exposures 18 x 24 cm...	\$20.00
Cartridge 9½ in. x 50 ft. for 70 exposures 18 x 24 cm...	37.50
Cartridge 9½ in. x 75 ft. for 100 exposures 18 x 24 cm. . .	55.00
Dealers' Discount 20%	

BROWNIE ENLARGING CAMERA

To the list of Brownie Enlarging Cameras now on the market, a new size has been added, the No. 3A for 7 x 11 enlargements from 3¼ x 5½ (3A) negatives or 6¼ x 10½ in., enlargements from 27⁄8 x 47⁄8 (2C) negatives.

List price	\$7.00
Dealers' Discount 25%	

CONTRAST GLOSSY VELOX

Single Weight

Glossy Velox, single weight, will be supplied in future in Contrast as well as in Regular and Special. This new degree of contrast is added to the line because of the demand from finishers who find Glossy Papers increasingly popular with the public.

Please note that Contrast Glossy Velox is supplied only in single

weight, while Regular and Special Glossy are furnished in both single and double weight.

The new Contrast Glossy Velox, single weight, will be furnished in the same sizes and at the same prices as other single weight Velox (see page 76 of the 1920 Condensed Price List).

SKY AND COLOR FILTERS

A new size, No. 8A, for the new Vest Pocket Autographic Kodak Special (focusing model).

Sky or Color Filter, each.....	\$0.75
Dealers' Discount 33⅓%	

EASTMAN DENTAL FILM SAFE

The Eastman Dental Film Safe is a convenient little metal cabinet designed to furnish a satisfactory means of keeping dental film packages from X-Rays without undue trouble.

The protection it affords is equivalent to 1/16 inch of pure lead. Size, outside, 21⁄8 x 13⁄4 x 43⁄4 inches.

Capacity—two separate compartments, each holding two dozen dental film packets.

Catalogue List	\$4.00
Dealers' Discount 33⅓%	

Discontinued

Eastman Intensifier (liquid) in 8 oz. bottles (1920 Condensed Price List, page 44) is discontinued.

The Intensifier in powder form, listed on page 45 of the 1920 Condensed Price List in tubes, at 15c. per tube, will continue to be supplied.

Blotting Paper will no longer be supplied in rolls 20 in. in width, but rolls 24 in. wide and sheets 20 x 24 will be furnished as heretofore.

Please correct page 88 of your 1920 Condensed Price List accordingly.

BUSINESS MEN WARNED

(From the *Philadelphia Record* of February 22nd, 1921)

"The greatest possible mistake a business house can make at this critical juncture is to cut down an advertising appropriation," said Preston F. Bryant of the Babson Organization, in speaking at a dinner of the Sales Managers' Association in the Bellevue-Stratford last night. "For the reason that sales now require a driving force, and the salesmen need all the help they can get, it is extremely hazardous to do as some concerns are inclined to do, curtail advertising expenditures at the time when intensive advertising is most necessary," he continued.

"Unafraid publicity is the one saving grace that will tide the country over a period of depression that will otherwise surely come."

Our advertising appropriation for 1921, is far in excess of our advertising expenditure for 1920. Those dealers who similarly increase their advertising of the Kodak line will be the ones to benefit.

Stolen Cameras

The following cameras, with other goods, were stolen from the store of Mr. Lucien Lefebvre of St. Guillaume D'Upton, Que.:

- 1—No. 3A Autographic Kodak, serially numbered 67743.
- 1—Vest Pocket Autographic Kodak, serially numbered 1027292.
- 1—No. 2 Folding Autographic Brownie, serially numbered 438-219.

It is just possible that these cameras may come to you for exchange or repairs. Any information concerning them should be communicated to Mr. Lefebvre.

Be sure that your salesmen see and read the *Kodak Salesman* for May. Out in a few days.

REPAIRS

Send Them in Now

In less than a month we will have more repairs than it will be possible to turn out in what may seem to you a reasonable time. But just now our Repair Department is prepared to render prompt service.

"Rush" repairs are not conducive to efficient workmanship, and as it is characteristic of the average amateur to put off the overhauling of his camera until the last moment, it will be wise to keep this important matter before your customers.

Some of your stock cameras may require overhauling also.

Send them in now.

*An Early Spring
means Early Kodakery*

Your customers will want to load
their Kodaks with

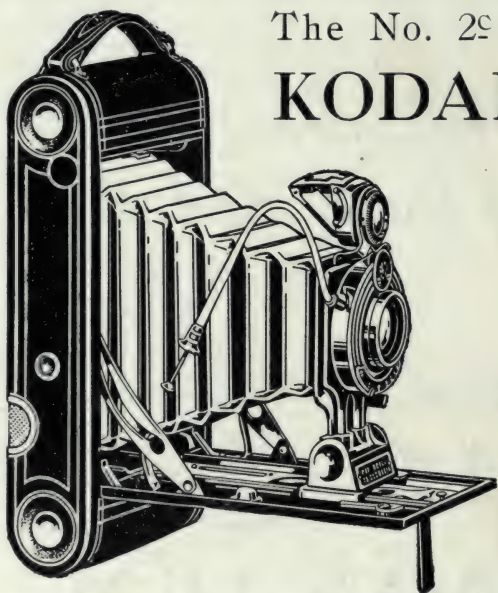
EASTMAN FILM

The dependable film that comes
in the yellow carton.

Are you ready for them?

Is your stock complete?

A KODAK YOU'VE READ ABOUT



The No. 2^c Autographic KODAK Junior

equipped with

Kodak Anastigmat
f.7.7 Lens

and

Kodak Ball Bear-
ing Shutter

\$25.00

This Camera fits into a niche, all its own. The picture it makes, $2\frac{7}{8} \times 4\frac{7}{8}$ inches, is almost up to full post card size—and yet the camera is small, light, convenient.

*The Kodak Anastigmat lenses are made to exactly fit Kodak requirements. They are, in each case, designed with particular reference to the size and type of Kodak and shutter that they are to be used with. The *f.7.7* lens on the 2C Kodak has more speed than the best rectilinear lenses and at least equals the best anastigmats in depth and sharpness.*

The Kodak Ball Bearing shutter has speeds of $\frac{1}{25}$, $\frac{1}{30}$ and $\frac{1}{100}$ of a second for “snap-shots,” has the usual time and “bulb” actions for prolonged exposures.

The No. 2C Junior is covered with grain leather, is finely finished, is simple in operation and, with the Kodak Anastigmat lens, produces negatives having that crispness and sharpness that are characteristic of the true anastigmat.

Let us show you the big value this Kodak offers

RICHARD ROE & COMPANY
101 Tripod Avenue

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVIII., No. 1

TORONTO, CANADA

May, 1921

At It Again

The Kodak Leader for 1921, what is it? Why it's the 2C Auto-graphic Kodak Jr. with Kodak Anastigmat *f*.7.7 lens. You've read about how it came to be the leader for this year from the April *Trade Circular*, page 2, and in the May *Kodak Salesman*, page 3, something about the advertising that is behind it.

Never before has so much advertising been concentrated on one specific camera.

Never before have your opportunities to make your local advertising score and score big been so great.

Perhaps you have not yet responded to our enthusiastic argu-

ments as to why you should join us in this present intensive campaign which opened in May and continues through June. In a few weeks the great opportunity will have passed as opportunities do. So, if you are not already in the game, get a telegraph blank, order 2C Jrs. *f*. 7.7, ask to be supplied with electrotpe 75A or 209G (see page 8) and send it to your local paper with instructions to shoot. Get the 2C Jr. window poster, the 2C Jr. display card and the 2C Jr. Kodaks in your window as soon as they arrive.

You will then be in the game, and it's going to be a winning game for those who play it with us.

Where and When

We give below a list of Publications in which our 2C Jr. advertising appears, also publication dates.

About the time that the Magazine or Farm Paper in this list,

Publication
Saturday Night,
Farmer's Weekly La Presse,
Family Herald and Weekly Star,
Canadian Countryman,
Canadian Farmer,
Farmer's Advocate (Winnipeg),
Farm and Dairy,
Nor'West Farmer,
Grain Grower's Guide,
Farmer's Advocate (London)

which has the widest circulation in your territory, is distributed will be the logical time for your own advertising in the local paper.

Publication Date
May 7th.
May 19th.
May 11th.
June.
June.
June 1.
June 9th.
June 5th.
June 8th.
June 16th.

Kodak Summer Booklets

They're ready now and if your requisition has not been sent in response to the notice in last month's *Trade Circular*, do not delay longer. The edition is limited, but while they last the booklets will be supplied in reasonable quantities gratis.

With your imprint?

Yes, of course.

The large catalogues, a supply of which you have recently received, are much too costly for promiscuous distribution, but the Summer Books—miniature catalogues, that's what they are—will be just the thing for mailing purposes and for distribution over the counter to customers who are Kodak prospects.

How many please?

Cards for Street Car Advertising

This new street car advertising sign, the second announced this year, will be ready in a few days.

The cards are of standard size



Reproduction in miniature
of the new Kodak Summer Booklet Cover

and printed in colors with text and imprint in good bold type so as to be of genuine usefulness.

Keep a
Kodak Story
of the Children

RICHARD ROE & CO.
1201 Tripod Avenue



A Projection Printer for the Amateur Finisher

The Kodak Projection Printer was designed to do for the amateur finisher just what the *Eastman* Projection Printer is doing so satisfactorily for the portrait photographer.

The only radical difference between the two printers is that the "*Eastman*" provides for enlargements from 5 x 7 negatives, while the limit of the "*Kodak*" is $3\frac{1}{4} \times 5\frac{1}{2}$, or 4 x 5 negatives. The larger machine will make enlargements up to 40 x 56 inches, the new machine is limited to 24 x 32 inches, which, however, is ample size for amateur work.

The new principle which the projection printers bring out, is the automatic focusing. They are always in focus without adjustment of any kind. Mounted on a counter-balanced hanger, the camera proper (also containing lamp) moves easily up and down for enlargements of different sizes, a cam and gear keeping the lens in *automatic focus* at all times.

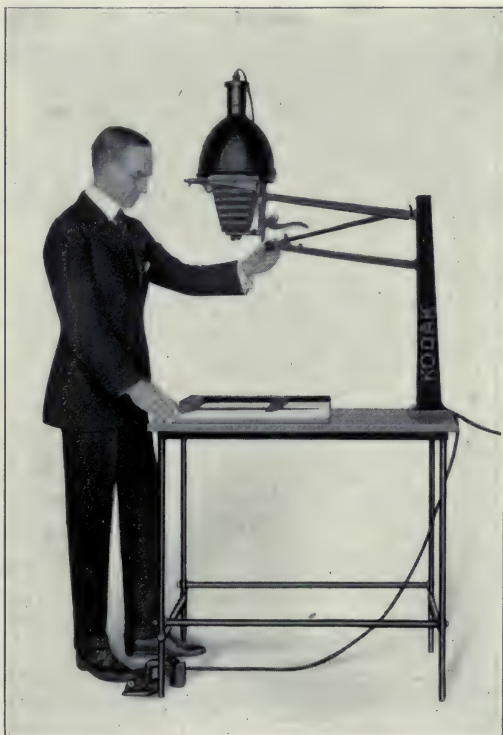
Because the amateur finisher is called upon to make enlargements from negatives of many sizes and frequently to enlarge from only a part of the negative, special attention has been paid to the negative holder and the masking slides are quickly adjustable.

The *Kodak* Projection Printer provides for great-

ly increasing the rapidly growing business in enlargements from amateur negatives and at increased profits. The automatic focusing, the convenient negative holder, the simple masking device, the horizontal table on which the paper is placed, are all time savers.

The 100-watt light in combination with *f.6.3* lens also means speed in making the exposure, but the lens may be easily stopped down when desired, as is sometimes the case when "dodging" is to be done.

The Kodak Projection Anastigmat Lens *f. 6.3* is of $5\frac{1}{8}$ " focus and is made to exactly fit the re-



quirements of this camera. Its use insures the utmost sharpness that can be obtained from the negative used for making the enlargement.

The entire apparatus occupies a floor space of only 20 x 33 inches, and the legs are tipped with fiber knobs so that the instrument may be moved about.

Every finishing department needs a Kodak Projection Printer for the economical production of enlargements from amateur negatives. Booklets describing the apparatus in detail will be fur-

nished upon request.

Kodak Projection Printer complete for making projection prints up to $11\frac{1}{2}$ x $14\frac{1}{2}$ (prints up to 24 x 32 inches may be made by providing a one-inch board of proper dimensions) from $3\frac{1}{4}$ x $5\frac{1}{2}$, 4 x 5 and smaller negatives, with Kodak Projection Anastigmat Lens f. 6.3, $5\frac{1}{8}$ -inch focus, $11\frac{1}{2}$ x $14\frac{1}{2}$ paper holder and 100-watt Stereopticon G.25 Mazda C-Lamp of 115 volts.

Catalogue List \$225.00

Dealers' Discount 25%

It's Autographic

All Kodaks are Eastman-made.

This fact is sufficient reason for an experienced amateur photographer to prefer a Kodak to any other make of folding camera.

But people unfamiliar with photography often judge a camera only by appearances—knowing little about such important values as optical efficiency and those unseen factors which give Kodaks consistent performance year-in and year-out without adjustment or repairs.

It's the visible features that are most convincing to the novice. Because it can be seen, the Autographic feature is one of your most powerful sales arguments.

Though not always used, it is *always available for use*. And in

every person's photographic experience, there come times when not to have it will be a source of permanent regret—and loss.

For recording the title of an unfamiliar scene, the names of casual acquaintances, the date of a child's picture, it is frequently indispensable.

The amateur's name signed autographically at the end of the roll of film is a positive aid to identification in the finishing process—insuring against loss and misunderstanding.

Since your customers get this added value free of all cost, you confer a favor when you emphasize the Autographic feature:

"If it isn't Eastman, it isn't Autographic."

A DEBT OF HONOUR

When a customer hands you his exposed films to be finished he puts you on your honour to see that he gets the best out of every negative.

And you owe it to yourself too; for clean, "clear" pictures create enthusiasm and build business.

"The eye of the master fatteneth the horse" and the eye of the dealer, set on good results from his customers' negatives, fatteneth his sales.

Changes in Price

Following are the recent price changes.

The reduction in price of Citric Acid, which became effective on March 17th, was omitted from the April *Trade Circular* owing to lack of space.

Effective March 17, 1921

CITRIC ACID

(1920 Condensed Price List, page 43).

1 oz. bottle	\$0.15
4 oz. bottle38
8 oz. bottle65
16 oz. bottle	1.20

Dealers' Discount 25%

Effective April 29, 1921

RUBBER FOCUSING CLOTH

(1920 Condensed Price List, page 91).

Per yard, 36-in. wide..... \$1.25

Dealers' Discount 25%

Effective May 4, 1921

EASTMAN HARD RUBBER PRINT PADDLES

(1920 Condensed Price List, page 97).

Per dozen

Dealers' Discount 33⅓%

The other changes have been made since the April *Trade Circular* was prepared for publication.

Please make the necessary corrections in your 1920 Condensed Price List.

Effective May 5, 1921

PYRO, EASTMAN'S RESUBLIMED

(1920 Condensed Price List, page 43).

1 oz. can	\$0.40
¼ lb. can	1.05
½ lb. can	1.95
1 lb. can	3.75

Dealers' Discount 33⅓%

In lots of 100 ozs., assorted, 40%

Note.—Orders for Resublimed and Crystal Pyro may be consolidated to make up 100 oz. lots to obtain the maximum discount.

New Goods

KODAK FILM CLIPS

These clips, which will replace the No. 2 Kodak Jr. Film Clip that is listed on page 91 of the 1920 Condensed Price List, are of entirely new construction and design, which is such as to secure the maximum amount of grip. The width of the jaws is 2-in., and the material a non-corrosive metal. In appearance they are not superior to some of the nickel plated brass clips now on the market and the first cost of the new clips is considerably more than that of film clips of other metals. But a non-corrosive clip is the cheapest in the end and these are non-corrosive

clips, which, with proper care, may be relied upon to last indefinitely in any finishing department.

Price, each

Dealers' Discount 25%

ALBUMS

To those three popular lines of Kodak Albums, Balmoral, Glendale and Westminster, a new size, 8 x 10, has been added. This is in addition to all other sizes in which the Albums were previously supplied.

The 8 x 10 page is of such ideal proportions for two 2C or 3A, four No. 1 or 1A, or nine V.P.K. or No. 0 Brownie prints, that there

has been a persistent demand among amateur photographers for 8 x 10 Albums. With a few of the new Albums in stock you will be able to meet the requirements of these customers.

Prices

Balmoral D, 8 x 10, 50 black leaves	\$4.00
Glendale D, 8 x 10, 50 black leaves	2.25
Westminster D, 8 x 10, 50 black leaves	2.50

Dealers' Discounts are the same in small and large quantities as on the Balmoral, Glendale and Westminster Albums of other sizes.

WRATTEN & WAINWRIGHT PLATES

For some time there has been a certain demand by the photographic trade for Wratten and Wainwright Panchromatic, Process Panchromatic and M Plates.

Like all sensitized goods, these plates are of a perishable nature and the present demand by the Canadian trade is not sufficiently large or regular to permit carrying a stock here. However, double coated plates of the three brands above named are manufactured by the Eastman Kodak Co., and importations will be made for any orders received. From May 12th the following Canadian list will be in effect on these goods.

W. & W. PANCHROMATIC, PROCESS PANCHROMATIC AND M PLATES

(Double coated)

Size	Price, per doz.	Size	Price, per doz.
3¼ x 4¼ ..	\$1.15	10 x 12 ..	\$ 9.80
3¼ x 5½ ..	1.55	11 x 14 ..	14.10
4 x 5 ..	1.55	14 x 17 ..	24.15
5 x 7 ..	2.55	12 x 20 ..	57.40
6½ x 8½ ..	3.85	16 x 20 ..	64.75
8 x 10 ..	5.60	18 x 22 ..	89.60
7 x 11 ..	5.60	20 x 24 ..	112.00

Dealers' Discount 10%

A NEW P.M.C. BROMIDE

We are now prepared to furnish a new Glossy Bromide Paper on pure white stock to be known as P.M.C. Bromide, single weight, Grade No. 1 Glossy.

This new Bromide Paper will be furnished in the same sizes and at the same prices as other grades of P.M.C. Bromide, single weight.

Dealers' Discount 30%

DISCONTINUED

Eastman Duplex Print Squares can no longer be supplied, their manufacture having been discontinued.

Please make this correction to page 98 of your Condensed Price List for 1920.

During the month the following losses by theft have been reported:

By H. G. Hunter, Ltd., 950 St. Clair Ave., Toronto, one 2C Autographic Kodak Jr., *f.7.7* model, No. 147644.

By Mr. F. T. McMaster, 347 Roncesvalles Ave., Toronto, one 2C Autogra-

phic Kodak Jr., *f.7.7* model, No. 150607.

By the Byers' Drug Co., Oakville, Ont., Vest Pocket Autographic Kodak Special, *f.7.7*, No. 79005.

Information concerning the above should be communicated to the dealers who have suffered the loss.

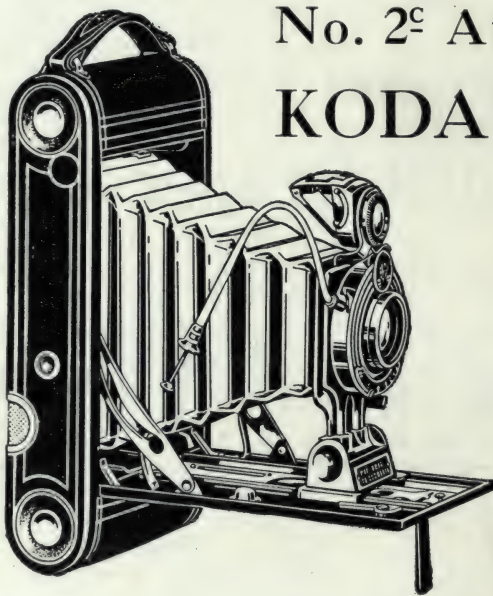
The Original Gaslight Paper

VELOX

Has the most desirable printing speed and yields prints of a pleasing tone.

The two most popular surfaces, Glossy and Velvet, are furnished in a range of contrasts to match negatives of every class.

Velox Prints Build Business



No. 2^c Autographic KODAK Junior

equipped with

Kodak
Anastigmat
f.7.7 Lens

\$25.00

It's here!

It's the camera of the season—the one you've read about. It's a Kodak and it's Autographic, of course.

It takes pictures of almost post-card size, $2\frac{7}{8} \times 4\frac{7}{8}$ inches. So compact that you carry it without the slightest inconvenience, yet fully equipped for taking distinctive pictures. Its f. 7.7 lens gives that sharpness of detail up to the edge of the picture which distinguishes a Kodak Anastigmat. And it has, without extra charge, the Autographic feature without which a camera is incomplete.

COME IN AND SEE IT

RICHARD ROE & COMPANY
101 Tripod Avenue

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVIII., No. 2

TORONTO, CANADA

June, 1921

Another Drive

The last guns of the 2C Kodak Jr. campaign have not yet been heard, but business has responded to this campaign in such a big way that we are already compelled to ask your consideration for short delays in filling orders for the *f. 7. 7.* lens model. Our factories have exceeded the production promised, but on the other hand orders have exceeded our most optimistic expectations. For a short time, therefore, slight delays will be unavoidable, but the output from our factory has attained such proportions that delays are not likely to be unduly prolonged.

In the meantime another big drive is under way. This time it is the Vest Pocket Autographic Kodak Special with Kodak Anastigmat *f. 7. 7.* lens.

The remarkable results obtained with the Kodak Anastigmat Lenses make it worth while for the dealer to push their sale to every prospect who can afford to pay the small extra price. This means more profit for the dealer at the time and more future profit, because the superior work of this lens means added enthusiasm on the part of the amateur.

The V.P.K. Special *f. 7. 7.* campaign will begin with a full page in

the Rotogravure Section of the Toronto Star Weekly on July 9th. A few days in advance of the publication a duplicate of this advertisement for window posting purposes will be mailed to every dealer in the Dominion. This opening gun will be followed quickly by the use of full pages or dominating space in the Family Herald and Weekly Star, Saturday Night, Le Samedi and Farmer's Weekly La Presse.

Then in August Issues of six of the largest Canadian Farm Publications, fourth covers will be employed to tell the story and there will be full pages in such magazines as the Ladies' Home Journal, Saturday Evening Post, Country Gentleman and Good Housekeeping.

This is the first announcement of a big new campaign. We have the cameras in stock and the output of our factory to a point where a shortage seems impossible, but then it is only a short time since we felt the same way about the 2C Jr., so to be on the safe side, get your orders in early.

As the newspaper men say "The Story will be released on Saturday, July 9th." Have the goods in stock.

Every Page a Complete Short Story

The new book "Spring and Summer Advertisements for the Kodak Dealer" is, in one sense, as interesting as the latest novel. Each page is a record of adventure revealing the real fascination of photography—"the record of our own adventures."

Each separate page is a complete advertisement 112 lines deep (8 inches) and single or double column (2 or 4 inches) wide. We will supply free cuts of the illustration alone (if you wish to change the size or the "copy"), or cuts of the complete advertisement already to run.

Here are the chapter headings in the book:

- "On the beach."
- "Under the old apple tree."
- "On your way."
- "In the daisy field."

- "After the circus."
- "All aboard!"
- "A good crop."
- "The king of the herd."
- "When the farm is sold."
- "The fish story."
- "Big-brother's pumpkin."
- "The old homestead."
- "You and your son and a No. O Brownie."
- "Take along plenty of film."
- "Bring us your film to develop."
- "V. P. K. Special (Focusing model)."
- "No. 2C Autographic Kodak Junior, f 7. 7."
- No. 1A Autographic Kodak Special."
- "Folding Autographic Brownies."

If your copy has not arrived, a postal request will bring it.

Twenty-Five per Month

How many copies of Kodakery can you sell over the counter each month, at 5c per copy?

One of our dealers put in an order for 25 copies per month, later raised it to 75 and last month sold 100.

Dozens of stores are selling 25 and 50 copies each month, and they find the business profitable too.

On 25 copies of Kodakery your profit is 62½c on a cost of 62½c. There's no profiteering in this because the magazine is well worth the price. In fact it costs us much more than your customer pays for it, but we are willing to take a loss in order to improve the practice of

photography. Kodakery helps the public to get better pictures and every issue contains articles and advertisements that sell goods, so it's good business for you and for us to boost Kodakery.

We will accept standing orders for 10 or more copies per month, but please don't order any more than you can sell and don't give the magazine away, as this will only cheapen it in the eyes of the public.

One more "don't."

Don't fail to have every camera purchaser sign the coupon which entitles him to the magazine free for the first year.

The Improved Majestic Print Dryer

The days that will test to the utmost the capacity of your Finishing Department are close at hand and if you have not already done so, very little time remains for a thorough examination of the equipment that has been installed for this work to be sure that it is complete and in sufficiently good condition to withstand the strain that the business of the next few months is sure to place upon it.

Amateur finishers, whether large or small, who have not installed a practical apparatus for the drying of prints, can increase the output of their finishing departments with the Majestic Print Dryer.

Improved models of the Majestic Dryer, of which there are two, have been designed to thoroughly dry and properly shape photographic prints of both single and double weight in from fifteen to twenty minutes. Taking into consideration the time required to load and unload, the capacity of the No. 1 Dryer, under all average conditions, will be about 1600 prints, ranging from $2\frac{1}{4} \times 3\frac{1}{4}$ to 5×7 , per day, and the No. 5, about 3000 a day.

The principle on which these Dryers operate is simple in the extreme. After removing the surplus water from the wet prints, they are placed face down on the muslin faced blotter, covered with a plain blotter and rolled between the sheet, or sheets as the case may be, of corrugated board. The rolls are then placed in the Dryer. Heat from the gas plate, which is placed directly beneath an opening under the fan, is forced through the Dryer rolls by means of the electric fan.

The No. 1 Dryer will fulfil the

requirements of the small or average amateur finisher. It is a one-hole Dryer, but has a capacity of two rolls, one inside the other. The outer, or 11 inch roll, is wound upon a metal core and should be used for the larger prints. The smaller (7 inch roll) may be used independently of the outer roll by simply withdrawing it from the tube. It is advisable to use this roll for small prints as they are more evenly shaped in a roll of lesser circumference. When fully loaded the No. 1 will accommodate approximately 250 prints of average size and the No. 5—600.

One 11 inch and four six inch rolls is the capacity of the No. 5 Dryer.

A Universal Motor, suitable for either direct or alternating current, is supplied with the No. 1 Model, but in ordering a No. 5 Dryer it is necessary to specify whether the Dryer is to be used with direct or alternating current, and the



No. 5 Majestic Print Dryer

voltage. If alternating the number of cycles. In the case of either the No. 1 or No. 5 specify also whether natural or artificial gas will be used for heating the gas plate.

Both Dryers are supplied with electric motors, fans, gas heaters and one set of blotter rolls.

Decreased cost of raw materials make possible a ten per cent reduction in the list price of No. 1 Model, which we announce now while there is still time for you to install equipment for the more efficient and prompt handling of finishing work at a time when it is most necessary.

PRICE

Improved Majestic Print Dryer,
No. 1, complete with electric fan,
motor, gas plate and two drying
rolls \$45.00

Do., No. 5 with drying rolls,
complete \$85.00

Dealers' Discount 25%

Catalogues and Summer Books

Since June 1st there has been in Toronto a strike in the printing trade. This is not the only place so affected, in fact the strike is practically nation wide.

The printers, at whose shops our work is done, have been handicapped in turning out the Premo and Graflex Catalogues, the Kodak Summer Booklets and the 1921 Condensed Price List. From present indications we shall be able to ship Premo Catalogues in two or three weeks. The Graflex Catalogues and Condensed Price List will be later. Just when these will be complete it is impossible, under the circumstances, to state. The Kodak Summer Books, though they were not finished when the strike began, have since been completed and shipments of the advance orders are now being made.

Will you please be considerate

over slight delays? We are exerting every effort to supply this ammunition to you at the earliest possible date.

How to Order Azo

In the October 1920 Trade Circular we called attention to the new way of marking Azo Paper to indicate degree of contrast.

We are using the numerals 2, 3 and 4 in place of the old designations Soft, Hard and Hard X.

In ordering, some dealers are merely listing these numbers which indicate only the degree of contrast. We must also know what grade is wanted.

The different grades—A, AA, B, C, E, F, H and K—represent the surface of the paper. For instance A—Carbon, B—Rough, and so on throughout the list.

In ordering Azo, please note that both the number (degree of contrast) and letter (grade) must be shown.

And one more note—there has been no grade "C" double weight Azo and Post Cards since August 1920. Single weight paper only is supplied in this grade. "F" is the letter used to designate Glossy surface double weight Azo Paper and Post Cards.

Real Service

Probably no class of people responds more readily to suggestions than amateur photographers.

If your salesmen read such books as "How to Make Good Pictures," "Fundamentals of Photography," "About Lenses," "Elementary Photographic Chemistry," etc.; they will be able to render real service.

Our Service Department is always available and extends a cordial invitation to write to them for any information you or your customers may need.

Flash Sheets

Regulations approved by the Board of Railway Commissioners of Canada, effective May 21, 1921, governing the transportation by express of Flash Sheets are as follows:—

“Photographic Flash Sheets. Each inside envelope may contain not more than one dozen sheets, maximum quantity for each shipment to be limited to thirty-two ounces.

Inside containers must be packed with dry sawdust, or equivalent cushioning material, in a strong wooden box of at least $\frac{3}{8}$ inch lumber. Outside container must bear the yellow label for inflammable solids, and be marked “Photographic Flash Powders,” or “Photographic Flash Sheets.” Not more than one shipment to be accepted for one consignee at a time.”

The net weight of twelve (12) half dozen packages is as follows:—

NO. 1— 4 OZS.

“ 2— 6 “

“ 3—11½ “

Thirty-two ounces (2 lbs.) is the maximum weight allowed by express; please make your orders accordingly.

Flash Sheets cannot be forwarded by mail, but by freight the quantity allowed shipped is not restricted.

Azo Paper in 500 Sheet Packages

For the use of amateur finishers, Azo Paper will hereafter be furnished in 500 sheet packages, in grades C, E, F and K, single weight; E, F and K, double weight, and in contrasts as regularly listed.

Following are the prices—

SINGLE WEIGHT (500 Sheet Package)			DOUBLE WEIGHT (500 Sheet Package)		
1½ x 2½	-	\$2.50	1½ x 2½	-	\$3.15
1½ x 2½	-	2.50	1½ x 2½	-	3.15
2½ x 3½	-	2.50	2½ x 3½	-	3.15
2½ x 3½	-	3.30	2½ x 3½	-	4.15
2½ x 4½	-	3.80	2½ x 4½	-	4.80
2½ x 4½	-	4.15	2½ x 4½	-	5.30
3½ x 4½	-	4.15	3½ x 4½	-	5.30
3½ x 4½	-	4.50	3½ x 4½	-	5.65
2½ x 4½	-	4.50	2½ x 4½	-	5.65
4½ x 4½	-	4.50	4½ x 4½	-	5.65
3½ x 5½	-	4.50	3½ x 5½	-	5.65
3½ x 5½	-	4.50	3½ x 5½	-	5.65
3½ x 5½	-	4.50	3½ x 5½	-	5.65
4 x 5	-	4.50	4 x 5	-	5.65
4½ x 5½	-	5.00	4½ x 5½	-	6.30
4½ x 5½	-	5.00	4½ x 5½	-	6.30
4½ x 5½	-	6.00	4½ x 5½	-	7.30
4½ x 6½	-	6.30	4½ x 6½	-	7.80
5 x 7	-	8.00	5 x 7	-	10.00

Not furnished in sizes larger than 5 x 7

Dealers' Discount Unchanged.

Two New Albums

For the Returned Vacationist—for Every Kodaker

By steamboat or yacht, launch or canoe, by train, automobile, or perhaps on foot, the vacationist departs all excitement and enthusiasm in anticipation of the pleasures that two short weeks will hold.

The loaded Kodak and extra Films in pocket or hand-bag, speak of the intention to bring back a picture story that will tell more graphically than mere words could ever convey of new places, new friends, good times.

The vacationist returns, burned brown by the summer sun of the seashore or the farm—his Kodak empty, but with pockets full of films for development or with a hundred precious negatives and prints.

And what of these prints? Will they be simply a few days wonder for intimate friends? Will they, for a short time, come out of the pocket or hand-bag at the first mention of vacation, until worn and soiled by frequent handling; they are discarded, useless, and the negatives, long since forgotten, what of them? Perhaps lost.

Or will these precious prints find their way to the pages of an Album which has an honored place on the living room table or in the bookcase, there to be a source of pleasure for months and years and an incentive to make the Kodak a companion on other holidays—at every outing—whenever friends are gathered together.

Immediate profits, though these are good, are not the only incentive for Album sales, for the well-filled Album is a constant source of enjoyment to the owner and prompts

the use of the Kodak whenever its leaves are turned.

Vacationists are departing now. They will soon return with negatives and prints. It is not too soon to bring forward and display prominently your complete and attractive line of Kodak Albums, and for the returning vacationist this year there will be two new lines to add to the collection from which he may choose. Both have the appearance and actuality of high quality and the prices are moderate.

THE DAMASCUS ALBUM



Loose-leaf, open back style, with 50 black leaves held in place by a cord which passes through the leaves and covers in hollow metal posts, De Luxe artificial leather covers, embossed and tinted in artcraft shades. Made in one size only.

Style B, 7x11, - each, \$3.50

THE TOLEDO ALBUM



Loose-leaf, solid back style, without exposed metal parts, fifty jet black leaves held in place by a cord and holder attached to the inside of the cover. Cover is made of De Luxe artificial leather, embossed and beautifully tinted in multi-shades. Made in two sizes.

Style A, 5 x 8, - each \$2.90
Style B, 7 x 11, - " 4.00

Dealers' Discount 40%

Special quantity discounts for \$50 and \$100 lots assorted.

Price Changes

Since the May Trade Circular was published the following price changes have come into effect.

Please make the necessary corrections in your 1920 Condensed Price List.

REDUCTION

Effective May 31, 1921

GLACIAL ACETIC ACID

(1920 Condensed Price List page 43)

1 lb. Bottle	-	\$.55
5 " "	-	2.00

Dealers' Discount 33 $\frac{1}{3}$ %

POTASSIUM BROMIDE

(1920 Condensed Price List page 43)

1 Oz. Can	\$.11
4 " "	.24
8 " "	.38
16 " "	.65

Dealers' Discount 25%

POTASSIUM IODIDE

(1920 Condensed Price List page 43)

1 Oz. Bottle	-	\$.50
4 " "	-	1.65
8 " "	-	3.20
16 " "	-	6.25

Dealers' Discount 25%

REDUCTION

Effective June 9, 1921

EASTMAN PHOTO BLOTTER BOOK

(1920 Condensed Price List page 88)

Each,	-	\$.25
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Dealers' Discount 33 $\frac{1}{3}$ %

Here is a sundry that will appeal to every Amateur who does his own finishing. The Eastman Photo Blotter Book is designed to dry prints so that they will lie flat with out curl. It is composed of 12 sheets of specially prepared chemically pure, lintless blotting paper, interleaved with waxed paper for

the protection of the surface of the prints.

At 25c each, the books are back to the pre-war selling price, so stock up and give one a prominent place on your counter.

It is a sundry that knows no season and one which your customers will appreciate having called to their attention.

REDUCTION

Effective June 14th, 1921.

KODAK METAL TRIPODS

(1920 Condensed Price List page 103)

No. O	-	\$3.75
No. 1C	-	5.50
No. 1	-	6.25

Dealers' Discount 33 $\frac{1}{3}$ %

REDUCTION

Effective June 14, 1921

HYDROCHINON

(1920 Condensed Price List page 43)

1 Oz. Can	-	\$.25
$\frac{1}{4}$ Lb. " "	-	.85
$\frac{1}{2}$ " " "	-	1.55
1 " " "	-	3.00
5 " " "	-	14.75

Dealers' Discount 33 $\frac{1}{3}$ %

In 25 lb. Lots assorted 40%

ELON

(1920 Condensed Price List page 43)

1 Oz. Bottle	-	\$.56
$\frac{1}{4}$ Lb. " "	-	1.90
$\frac{1}{2}$ " " "	-	3.65
1 " " "	-	7.00

Dealers' Discount 33 $\frac{1}{3}$ %

New Goods

EASTMAN POST OFFICE PAPER

For Dark-Room Use

19x24, per doz. sheets,	\$.25
19x24, " ream,	7.00

Dealers' Discount 33 $\frac{1}{3}$ %

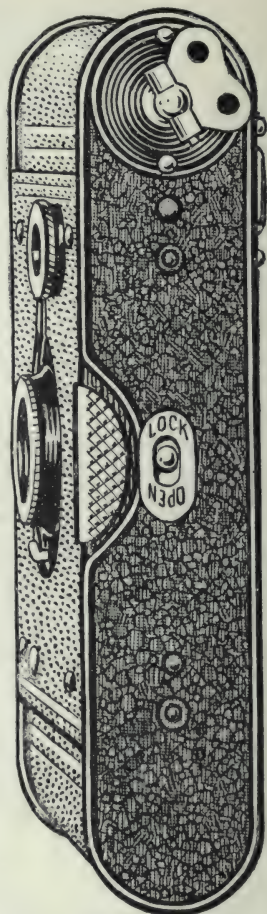
What you can do with a Vest Pocket Kodak Special

YOU can make prized pictures—the enlargements of which retain all the sharpness of the original $1\frac{1}{8} \times 2\frac{1}{2}$ inch negatives.

You can take it everywhere because it slips into a man's vest pocket or a woman's hand bag—out of the way till wanted.

There are three models: One fixed focus with f.7.7 lens at \$16.50, another with f.6.9 lens at \$20.00 and the focusing model with f.6.9 lens at \$21.00.

All are autographic and all use the most economical size film—8 exposures for 25c.



(EXACT SIZE)

Richard Roe & Company

101 TRIPOD AVENUE



Be Sure It's Autographic

Every folding Kodak from the V.P.K. to the 3A is equipped with the autographic feature. For place names and dates it is often invaluable, and there is no extra charge for it.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVIII., No. 3

TORONTO, CANADA

July, 1921

The Reasons Why

The Vest Pocket Kodak is popular.

The thousands and thousands of these cameras that have been sold since the Vest Pocket Kodak was first placed on the market are evidence of this.

It's a model that is popular because of its size, not the size of the picture, but the size of the Kodak. So easily carried in a man's vest pocket or a lady's hand bag, that it need never be left behind. It's always there, ready for whatever picture opportunity is presented. This feature is strong in its appeal, not only to many attempting photography for the first time, but to enthusiasts who have other and larger cameras.

It's popular because of the simplicity with which it is operated. The front pulls out—*snap*—into position for picture making without further focusing. The unexpected

picture is but the work of a moment and it's all so easy that good results are obtained even by the veritable novice.

It's popular too because excellent workmanship and complete equipment even to the autographic feature, make it especially good value for the money. And it's an economical camera to operate—a film cartridge for eight exposures costs but 25 cents.

The Special model, equipped with *f.7.7* Kodak Anastigmat Lens is particularly popular because of the remarkable results that are obtained with the Anastigmat equipment. This lens is the product of the Kodak Lens Factory, where it was designed and made for this specific camera. The result is that the lens exactly fits the requirements of the camera and the negatives made are of such unusual sharpness that enlargements equal

in quality to contact prints are easily made.

These are just some of the features that go to make the Vest Pocket Kodak popular.

We've always been enthusiastic about this splendid little camera and about the Kodak Anastigmat equipment for it.

We've always wanted to get behind it with our advertising in the way that it merits, but just the moment we started to advertise we were always oversold. The Lens Factory could not turn out lenses in sufficient numbers.

But now, the production of lenses has been greatly increased. The facilities for turning out the cameras in our Camera Works have been improved and for the first time we are able to advertise the

Vest Pocket Autographic Kodak Special equipped with *f.* 7. 7 Kodak Anastigmat Lens, in a large way.

Because we know that the camera is right—

Because we know that it is already popular—

Because we have the goods.

These are the reasons why, during July and August, in Magazines and Farm Papers we are conducting a campaign on the Vest Pocket Autographic Kodak Special with *f.* 7. 7 Kodak Anastigmat Lens, on a scale never before attempted.

For the same reasons it will pay you to stock up and back up our advertising by means of your window displays, with advertising in your local paper and in your talks with prospective purchasers who come into your store.

You Can Get Them Now

We can fill orders for special Kodaks with Ilex shutters on sight.

Of course we would prefer to sell you Kodamatic shutters because they are produced in Kodak factories and because they are higher priced shutters. But, with the possible exception of the 3A size, we cannot hope to keep up with our orders for Kodamatic equipments this summer.

The Ilex shutter is reliable and efficient and you will, we believe, find Special Kodaks fitted with the Ilex readily saleable.

Orders for Special Kodaks with Kodamatic shutters will have to take their turn. To protect yourself, you should now place orders both ways—with the Ilex shutters for immediate delivery and for the Kodamatic "when ready."

The greatest shortage in Kodamatics is on the new No. 1 Special. There is sure to be some shortage on the No. 1A and No. 3. We believe that we will be able to fully meet the demand for a No. 3A Special with Kodamatic shutters.

Of course we want to ship you what you want when you want it, but in the making of fine shutters, production cannot be increased with a jump. It's too much like watch making. The factory will produce all the perfect Kodamatics that it is possible to turn out, but we are not going to take any chances on pushing production so hard as to interfere with quality.

In the meantime—the Ilex is a reliable and efficient shutter. And we can ship them on sight.

Vest Pocket Autographic KODAK, Special

with Kodak Anastigmat *f*.7.7 lens

\$16.50

The Little Vest Pocket Kodak is to other cameras what a watch is to a clock. It has all the accuracy but avoids the bulk. And the Special Vest Pocket Kodak, with its fine Anastigmat lens, is comparable to the watch that is "full jeweled."



ATTACHMENT KODAK



AUTOMATIC CONTACT PRINT

The Pictures, in their original size, are 1½ x 2½ inches, but the Kodak Anastigmat *f*.7.7 lens produces negatives of such sharpness that enlargements can be made to almost any size. Thus with a camera so small that it can be carried in a lady's hand-bag, you may have large pictures from your Kodak finisher.

The Simplicity of operation gives this Vest Pocket a special appeal. The front pulls out—snap—into position for picture-making without further focusing. And by the use of a Kodak Portrait Attachment, "close-ups" are easily made. This attachment is merely a supplementary lens which you slip over the regular lens as easily as you slip a thimble on your finger.

The Shutter has snap-shot speeds of 1/25 and 1/50 of a second and, of course the time-exposure features. It is quiet, reliable, efficient.

The Kodak Anastigmat f.7.7 lens with which this camera is equipped is made in our own lens factory. Designed for use on this particular camera, it *exactly fits the requirements*, and because it makes negatives of such unusual sharpness is due the fact that perfect enlargements, equal in quality to contact prints, can be made from V. P. K. Special negatives.

A Complete Kodak, is this little Special, even to the autographic feature, whereby you can date and title every negative—and every child picture should have a date—at the time of exposure. It is rich in finish and well made to the last detail.

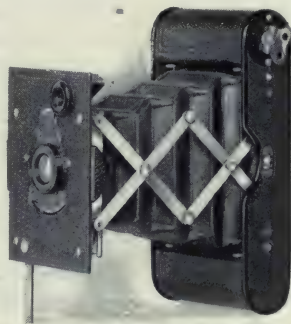
The Price of the Vest Pocket Autographic Kodak Special, equipped with the Kodak Anastigmat *f*.7.7. lens, is \$16.50. Film cartridges of eight exposures are but 25 cents. It is, therefore, a very economical camera to operate, especially as one may have enlargements from favorite negatives, up to post card size at small cost.

At All Kodak Dealers'

Canadian Kodak Co. Limited
TORONTO - CANADA



Enlargement from negative with V. P. Kodak Special, with Kodak Anastigmat *f*.7.7 lens and a 75-cent Kodak Portrait Attachment.



This Vest Pocket Kodak snaps instantly into focus, with no further adjustment, when the front is pulled out.

A miniature reproduction of the Vest Pocket advertisement that will appear in Magazines and Farm Papers during July and August.

(SEE OPPOSITE PAGE)

An Exclusive Feature

Kodak advertising creates a desire to own and use a camera.

Recently we have been advertising certain cameras—such as the 2 C Autographic Kodak Jr. with Kodak Anastigmat *f. 7.7* lens, the Vest Pocket Kodak Special with Kodak Anastigmat *f. 7.7* lens, the No. 0 and 2A Brownie and the 2A Folding Autographic Brownie.

This kind of advertising creates a demand for the cameras we make and brings the customer into a Kodak store—(usually into the store that is best known through local advertising and real Kodak service) ready to buy a particular camera.

There is one feature exclusively associated with a Kodak, a Graflex, a Brownie or a Premo Camera, that is sometimes overlooked in making the sale.

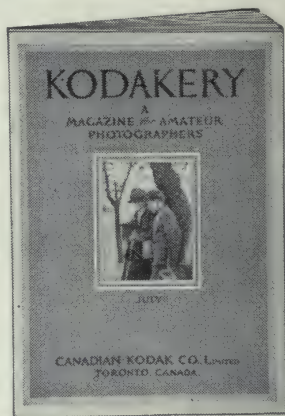
That feature is "*Kodakery.*"

Every purchaser of an Eastman Camera is entitled to this monthly magazine for a year without additional charge. It is not a feature you can talk about in advance of the sale. Eastman Cameras have merits that can be demonstrated. And they possess a reputation based on superior service. Properly presented these facts will clinch the sale of your goods as against any other goods.

But after the sale—don't overlook doing a favor for your customer that costs you nothing. Fill out the Kodakery coupon from the manual before he leaves the store. If this is done, twelve times during the year, the customer will be reminded of your courtesy.

It's a slight service that you owe not only to your customer, but

to yourself, for Kodakery will help your customer with his photographic work, will assist him in obtaining the kind of pictures that make for enthusiasm in amateur



photography, and it's the enthusiastic customer that comes back for more and more film, for a Kodak Portrait Attachment, a Kodak Self Timer and numerous other accessories that will help him to make the novel and interesting pictures that are seen and talked about in every Number of Kodakery.

If the signature is not obtained on the dotted line of the Kodakery coupon, at the time a Kodak, Brownie, Premo or Graflex is sold, little is lost if the customer is already intensely interested in photography, but if he is just an average customer, the chances favor his remaining an average customer, instead of becoming an exceptionally active purchaser of photographic goods.

IF IT IS'NT AN EASTMAN—
IT IS'NT AUTOGRAPHIC

“How Large a Stock Shall I Carry”

The answer to the question, “How large a stock shall I carry?” often determines the degree of success a merchant enjoys.

Too small a stock affords too little variety for the customer to choose from. He goes elsewhere to buy. Too large a stock takes all the profit by slowing up the turnover.

The principle of a sufficient stock—complete but not too large—is one we have always favored. The job of the Kodak company’s salesmen is to see that the merchant who handles the Kodak line has the kind of stock his trade requires. To recommend wisely, these men must have the confidence of the retailer and know the class of trade he

caters to and the possibilities for selling every item in the line. We know of no concern whose representatives occupy a closer, more confidential relationship to the trade than Kodak men.

When a new salesman is put on, the first and last instruction he gets is this: “Never, under any circumstances, try to oversell a customer.”

We do not conduct sales contests. We have no “Hundred Thousand Dollar” club, no medals for star salesmen, no “baseball” games to stimulate rivalry between salesmen.

We hope you will feel free to use the services of these men. They are primarily service men, not mere salesmen.

For the Attention of Your Card Writer

In preparing display cards, the following table (from “Paper and Ink”) will show what combinations of color to use for securing the greatest legibility.

In the order in which they carry the message farthest, these combinations are:

LETTERS		PAPER
Black	on	Yellow
Green	on	White
Blue	on	White
White	on	Blue
Black	on	White
Yellow	on	Black
White	on	Red
White	on	Green
White	on	Black
Red	on	Yellow

This indicates that commonly used “reversed cuts”—white letters on a black background—should be

avoided. Even the old reliable black-on-white is fifth in value for legibility.

Of course there are other factors to be considered such as the colors and the form of letters most suitable to the subject displayed—but for mere visibility this table may be useful.



“It’s Autographic”

No hand camera is complete without this feature—and its found only on Eastman Cameras.

Emphasize It

Additions to Line of P. M. C. Bromide

To meet the increasing demand, particularly from amateur finishers, we are adding to our already extensive line of P. M. C. Bromide Papers, No. 9 Regular and No. 9 Contrast. These Papers are coated on a semi-gloss, double weight white stock and will undoubtedly be welcomed by those who wish to make enlargements on double weight white stock paper.

The prices are the same as all double weight P. M. C. Bromide listed on pages 72 and 73 of the 1920 Condensed Price List.

An Omission

In announcing the 500 Sheet Packages of Azo Paper for amateur finishers last month, we omitted to mention the "Over-size" size for printing 2C negatives. Please add the following to sizes listed on page 5 of the June Trade Circular:—

3½ x 5½, 500 sheet package,	
Single Weight	\$4.50
Double Weight	5.65

When Ordering Sodas

Kodak Tested Sodium Carbonate and Sodium Sulphite are furnished in 1 and 5 Lb. Bottles, and in 1, 5 and 25 Lb. Cans. To avoid shipping delays, will you please, when ordering, specify whether the bottles or cans are required and word the orders so that we will know the size of the bottles or cans that you expect to receive.

Frequently orders are received that read "Please send 5 Lbs. of Sodium Carbonate." We do not know whether to enter the order as

5—1 Lb. Bottles—
5—1 Lb. Cans—
1—5 Lb. Bottle or—
1—5 Lb. Can

In a case of this kind orders are delayed while files are examined to see if recent orders included Sodas and what was supplied.

Where no recent orders that include Carbonate or Sulphite are found, it is necessary to ship without the Sodas or to delay shipment to write for specific details.

A Big Help

The manipulation of Velox Paper is quite simple, but in spite of this and in spite of the fact that complete instructions are contained in each package of paper, difficulties will crop up especially during the hot months of the year.

And this is just the time that very few cameras are idle. Exposures are being made by the thousands, and notwithstanding the the volume of amateur finishing that is undertaken commercially, a vast amount of Velox is being used by amateur photographers.

As a means of putting the amateur who uses Velox Paper on the right road, the little Velox Booklet is hard to beat. It has gone through many editions, each better and more complete than the last, until now it contains a wealth of valuable information for the amateur who does his own printing.

They are furnished gratis in reasonable quantities and may be had in either English or French.

A Stolen Camera

Mr. P. P. Sabourin, Proprietor of the Pharmacie Canadienne, St. Jean, P.Q., reports the loss by theft of No. 3 Autographic Kodak Special, serially numbered 16128, equipped with Kodak Anastigmat f. 6.3 lens.

Please communicate any information concerning the above to Mr. Sabourin.

Transparent Kodaloid

Kodaloid is a thin transparent flexible substance, similar to film base for which commercial finishers and amateur photographers, who do their own finishing, have found various uses

Attached to the emulsion side of a valuable negative, from which a large number of prints are to be made, it gives sufficient protection from wear.

We are now prepared to furnish Kodaloid in two thicknesses:—

No. 2, Medium, approximate thickness $.003\frac{1}{4}$ in., per square foot 35c.

No. 6, extra heavy, approximate thickness $.008$ in., per square foot, 45c.

Dealers' Discount 25%

Catalogue Correction

Some time in the future we hope to get out a catalogue that is free from errors. Until a few days ago when our attention was called to the fact that Contrast Carbon Velox had been included in the list of Velox Papers on page 48, we thought we had succeeded in this with the Kodak Catalogue for 1921.

Carbon Velox Paper is furnished only in Special and Regular Contrasts. Will you please excuse this one, and we trust only error, in our latest catalogue?

Eastman Printing Frames

Please note that Eastman Printing Frames are supplied without glass. The glass is sold separately and if required should be included as a separate item in your orders.

When you print on

VELOX

You do the best for your customer's negative—because Velox is furnished in a range of contrasts to match all classes of negatives.

You do the best for your customer's picture—because Velox is made in a variety of surfaces to suit all subjects and to satisfy all tastes.

You do the best for yourself—because by giving the best you retain the customer's good will and future orders.



Velox Prints Build Business

TWO DOLLARS

buys

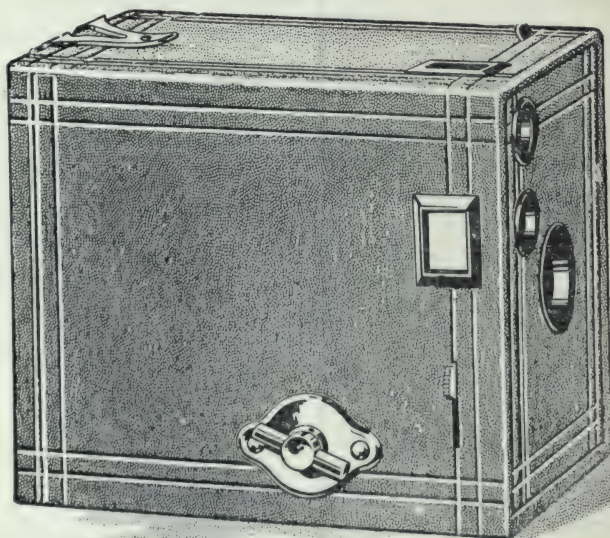
The No. 0 BROWNIE

BUT don't think it's inefficient because it's low priced. It's Eastman-made. And it's so simple to operate that anybody—your boy or girl—can get good pictures right from the start. No focus to set. No bellows to draw. No complications at all. Loads in daylight with Vest Pocket Kodak film—a roll of 8 for 25 cents.

Our stock of Kodaks and Brownies is complete.

Richard Roe & Company

101 TRIPOD AVENUE



Makes Pictures $1\frac{1}{2}$ x $2\frac{1}{4}$ Inches

Free on request: Cut of camera only—No. 216-C (Double Column)—No. 216 D (Single Column).

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVIII., No. 4

TORONTO, CANADA

August, 1921

Pushing Box Brownies

It is only a few months ago that we got right down to brass tacks with our advertising and began to tell the story of specific models in a big way.

First it was the No. 2C Kodak Junior with Kodak Anastigmat lens, and our campaign in that model succeeded in putting the $2\frac{7}{8}$ x $4\frac{7}{8}$ size on the map in a manner quite beyond our most optimistic expectations.

Before the last big guns of the No. 2C campaign had been fired, the opening salvo in a new drive had been heard throughout the Dominion from coast to coast. This time it was the Vest Pocket Kodak Special with Kodak Anastigmat lens. That advertising is working for you now and people are coming more and more to know about the goodness of the Kodak Anastigmat lenses.

But we are not through yet,—no, not by any manner of means, and right now it is the Box Brownies, and particularly the No. 2A Box Brownie that holds the boards.

Although the No. 2A Brownie is featured, the advertising is going to help the entire line of Box Brownies,—yes, the entire photographic

line for it emphasizes the simplicity of picture making.

So now it is all together behind the No. 2A Brownie and to help you with the good work we have sent along a rotogravure poster, the replica of a full page advertisement appearing in the Toronto Star Weekly on August 13th.

Is it in the window now, connecting up your store with our current advertising?

But do not depend on your window and our advertising to do it all. In your local paper you can advertise both the camera and your store. We will gladly send the cuts on request, double column 219C, single column 219F, and there's copy already prepared on page 8 of this issue.

Here is a campaign that no dealer can afford to stay out of. No matter how poor or how good your neighborhood; no matter how big your city or how small your village, you can sell Brownies, and you will get the business by asking for it through your show windows and newspapers.

And, yes,—if you have the goods in stock.



John G. Palmer

John G. Palmer

Mr. John G. Palmer, President and General Manager of our Company, died in his 68th year, at his home in Toronto in the early evening of August 4th.

He had been ailing for about a year, but it was only a short time before his death that we came to realize that he might not be with us much longer. Mr. Palmer had been at the plant as recently as June 24th.

Mr. Eastman and other officers and directors of the Eastman Kodak Co. attended the funeral on Monday, August 8th, as did scores of friends and employees.

When the time came—back in 1899—to establish the Kodak business in Canada, Mr. Palmer was chosen to manage the new undertaking and in the spring of 1900 the Company opened up in small premises on Colborne St., Toronto, the total staff numbering ten.

He had had ample experience in all departments of business, starting to work while a mere lad and he never was willing to quit. In the photographic business he was on familiar ground, for, prior to joining the Eastman Company, he had been for many years manufacturing a line of sensitized papers.

Business grew apace for the young Company and the Colborne St. premises becoming unequal to the demand, a large factory was erected. By 1910, the original factory had been extended twice, practically quadrupling the floor area.

To him it was sheer joy to see

those large buildings quickly prove insufficient and in 1914 the construction of the present Kodak Heights plant was begun. In February, 1917, we moved here, but leaving the original factory was not unalloyed pleasure to the man who started it. It is given to few of us to see our work bear such fruit, for he had seen his staff increase within 20 years from the original ten to over a thousand.

Deliberate, conservative, yet ever alert, Mr. Palmer had a natural mildness of manner that soon put strangers at ease. He made firm friends wherever he went and many of our customers recall his visits in the early days when he was free to travel a good deal.

Unassuming to a degree, yet firm and keen, he was always accessible to visitors and employees, and spared himself not at all in the interests of his customers and his Company.

No one ever had stronger faith in the future of Canada and he omitted no opportunity of familiarizing himself with the possibilities of the Dominion.

All who knew him appreciated the fairness and the unselfishness of his nature, as well as his innate courtesy.

Surviving are his wife, three daughters, four sisters and two brothers. We, his friends and associates, realize the loss his family have sustained, because we appreciate our own.

The Late Frank S. Noble

Mr. Frank S. Noble, a director of Canadian Kodak Co., Limited and Vice President of the Eastman Kodak Company, died suddenly at his home in Rochester on July 5th.

Mr. Noble was known to many of our customers, especially in Western Canada, through which he some years ago made an extended trip with an officer of this Company.

Mr. Noble was one of Mr. Palmer's closest friends and their going, a month apart, is no light blow.

In countless ways Mr. Palmer and Mr. Noble had worked together for the advancement of the photographic interests of the Dominion. Canada always held a high place with Mr. Noble. All with whom he came in contact will miss his cheerful visits.

It Means More Business For Your Store

Kodak service is being recognized as a fact by the users of Eastman goods and much of the credit is due to those stores which have made themselves a source of reliable information in photographic matters.

There should be a Service man in every store that sells Kodak goods. By this we mean a man, who, by careful and systematic reading of such text books as *How To Make Good Pictures*, *Elementary Photographic Chemistry*, *Fundamentals of Photography*, *About Lenses*, and others that we publish and by making pictures himself, can answer most of the inquiries that are asked across the counter. There will always be questions that are stickers. And these stickers our Service Department is prepared to answer for you or for your customers direct, which ever seems preferable to you. This department has, upon call, the knowledge and the advice of the Eastman Research Laboratory, and of experts in every branch of photographic work. Above all, this service is given with a free and willing hand. It is yours for the asking.

Price Changes

Since the last Trade Circular was issued the following changes in prices have been made. Kindly have the entries made in your Condensed Price List:

Reduction

Effective July 29, 1921

AZO PAPER

500 Sheet Packages

	S.W.	D.W.
2½ x 3½	\$2.50	\$3.15
2½ x 4¼	3.50	4.40
2¾ x 4½	3.50	4.40

Dealers' Discount Unchanged

Reduction

Effective Aug. 4, 1921

KODELON

(1920 Condensed Price List, page 43)

1 oz. Bottle	\$0.47
4 oz. Bottle	1.65
8 oz. Bottle	3.15
16 oz. Bottle	6.00

Dealers' Discount, 33⅓%

POTASSIUM IODIDE

(1920 Condensed Price List, page 43)

1 oz. Bottle	\$0.42
4 oz. Bottle	1.35
8 oz. Bottle	2.60
16 oz. Bottle	5.10

Dealers' Discount, 25%

Eastman Portrait Film Washing Tank

A very desirable piece of equipment for studio finishing is the new Eastman Portrait Film Washing Tank. The water flows into the tank at the bottom and rises evenly through small perforations cut in a false bottom placed slightly above the bottom of the tank. The overflow escapes through holes provided at the top. The tank is made of heavy sheet metal. Inside measurements: length $16\frac{1}{2}$ inches; width

$10\frac{3}{4}$ inches; depth, to false bottom $10\frac{1}{2}$ inches; over all $11\frac{1}{2}$ inches.

It accommodates eighteen No. 2 Portrait Film Hangers in the 8×10 size, and twenty-four No. 2 Cabinet hangers. A cross piece, supplied, provides for hanging both sizes of film in the tank at the same time if desired.

Price	
Each	\$10.00

Amateur Delivery Envelopes

For a number of years we have supplied containers for the delivery of amateur finishing.

Good stout envelopes they are too, made of heavy Brown Manilla Kraft and with two pockets—one for the negatives and one for the prints.

These Amateur Delivery Envelopes are supplied in three sizes, No. 1, for prints up to $3\frac{1}{4} \times 4\frac{1}{4}$, No. 2, for prints up to 4×6 , No. 3, for prints up to 5×7 , and either plain (without printing) or printed.

Standard plates are used for the printing but provision is made to include the dealer's name and address.

We have frequently been asked to specially print these envelopes following copy submitted with the order and in the past have done so only on orders for 5000 or more.

But more and more dealers are coming to realize the importance of undertaking finishing work at their stores. So much so that there has lately developed a large demand for smaller quantities of specially printed envelopes

To meet this demand we have established prices in printing for individual requirements, quantities of one, two and three thousand.

These prices are for printing only. For the prices of plain Amateur Delivery Envelopes and those with standard printing, see page 88 of the 1920 Dealers' Condensed Price List:-

Printing Amateur Delivery Envelopes		
For 1000	net	\$3.50
For 2000	net per M.	2.75
For 3000	net per M.	2.25
For 5000	net per M.	1.75
For 10000	net per M.	1.50

*If it is'nt an Eastman—
it is'nt Autographic*

Amateur Calendars for 1922

"Parkview" is the name of the new Amateur Calendars for this year's holiday season. They will be ready for shipment September 1st.

In design the "Parkview" is quite up to the high standard set by the Amateur Calendars of previous years. The backboard or base of the Calendar supports a flap which forms a mask for the print. This base is olive grey in color, and made of a good heavy marble finish cover stock.

A Swiss morocco finish cover stock of a neutral tone that blends well with either black and white or sepia prints has been used for the top flap. This flap is embossed and printed in good taste to make an attractive frame for the print.

The small Calendar Pad with a separate sheet for each month is only seen after lifting a cover cut out of the top flap. This Pad is securely attached to the baseboard of the Calendar,

Base and top flap are held together by means of a silk braid tied at the front in a bow knot.

A new feature of this year's Calendar is an individual envelope container. Each Calendar is enclosed in a stout envelope for mailing. This is going to find favor

with both dealer and amateur photographer, as it will tend to assure the cleanliness of the dealer's stock and avoid, on the customer's part, a wearying and often fruitless search for envelopes to fit.

The custom of remembering a list of friends at Christmas time is a vexing problem that many of your customers will be delighted to solve in this personal and inexpensive way. And there undoubtedly is a distinctive personal touch to the gift of an intimate picture placed in an attractive mounting.

For sending New Year's greetings nothing could be more appropriate.

The prices that have been established are low—very low—but in spite of this there is a liberal margin of profit for the dealer, and remember that every sale is a boost for your Kodak line—an advertisement for amateur photography and a direct trade stimulator.

The Calendars will be furnished in four sizes and for either vertical or horizontal pictures. They will be put up in packages of twenty-five of one size and style, but orders will be accepted in any quantity.

Ready September 1st and the supply is not unlimited, so get your order in early.

1922 AMATEUR CALENDARS

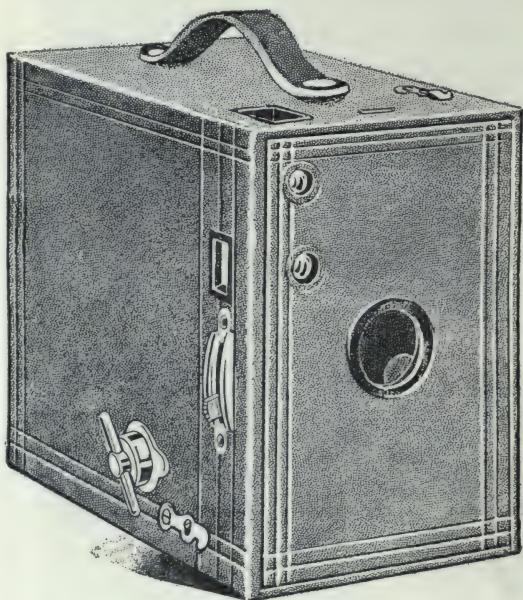
"PARKVIEW"

SIZE	FOR PRINTS		PER 100.
V.P.K.	1 $\frac{5}{8}$ x 2 $\frac{1}{2}$	Horizontal and Vertical	\$14.00
No. 1	2 $\frac{1}{4}$ x 3 $\frac{1}{4}$	" " "	15.00
No. 1A	2 $\frac{1}{2}$ x 4 $\frac{1}{4}$	" " "	16.00
No. 3A	3 $\frac{1}{4}$ x 5 $\frac{1}{2}$	" " "	18.00

Dealers' discount 40%



The "Parkview" Amateur Calendar



\$3.50

What you can do with a No. 2^A BROWNIE

You can get *good* pictures right from the start.

You can make *large* pictures—2½ x 4¼ in. in size.

You can load in daylight with Kodak film, 6 or 12 exposures.

You can take snapshots or time exposures.

You can take vertical or horizontal views.

You can take close-ups, by adding a Kodak Portrait Attachment.

You can use it year after year.

You can get it here.

A complete line of Kodaks, Brownies
and photographic supplies.

RICHARD ROE & COMPANY
101 TRIPOD AVENUE

Free on request:

Cut of camera only: Double column, 219C: Single column, No. 219F.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVIII., No. 5

TORONTO, CANADA

September, 1921

Selling Kodaks by Mail

Direct-mail advertising, covering lists of selected, classified names, is a profitable method for retail sales-promotion. We do not suggest the direct-mail method as a substitute for newspaper advertising, but we do recommend it as an important and profitable auxiliary thereto.

Sales letters or circulars may be sent out alone, or accompanying descriptive booklets. In either case their value lies in the fact that through them, specific appeals can be presented to certain people. A sales letter to farmers, for example, can give special reasons why the Kodak should be on every farm.

Newspaper advertising, on the other hand, is read by people of all classes and occupations, and must, therefore be general in its nature.

The effectiveness of a direct-mail campaign depends primarily on the organization of the mailing list. The retailer should not rely on a single catalogue of names—he should have several lists, each containing only the names of persons who have the same occupation or the same hobby. Then suit the letter to the list.

We are glad to prepare copy for your special sales letters.

We also wish to suggest the following sources of names for your mailing list.

FARMERS have special uses for the Autographic Kodak. Rural mail carriers and secretaries of agricultural societies can give you names.

SPORTSMEN aren't properly armed without Kodaks. Your deputy game warden or the proper county officer will let you copy the names of hunting and fishing license-holders.

MOTORISTS are among the best Kodak prospects. Get the names of people in your community who have automobile licenses. If there is a motor club in your town, ask for its membership list.

PARENTS are always proud of their children. The Autographic Kodak is unexcelled as a biographer. Go through the birth records once a month. CLUBS, Societies—their lists are easily available for use in advertising Kodaks. BOY SCOUTS are always eager to take up a hobby that is interesting and educational. They'll be glad to have Kodak letters addressed directly to them.

Once your mailing list is organized, you will see plenty of opportunities for its use, in selling Kodaks and other merchandise as well. But because of the many special uses for amateur photography, direct-mail advertising is particularly effective in promoting the sale of Kodaks.

Eastman Projection Printer

No. 2—8 x 10

In May 1920, the Eastman Projection Printer No. 1, 5 x 7, was announced as an epoch-making device of the highest mechanical perfection, and a producer of larger profits for the studio photographer and the commercial man.

In May of this year the Kodak Projection Printer of similar construction but smaller capacity was announced. "to do for the amateur finisher what the Eastman Projection Printer is doing so satisfactorily for the portrait photographer."

Both have made good.

Both have justified our expectations—and our expectations were high.

Now we are announcing a new size of the Eastman Projection Printer, the No. 2—differing from the No. 1 chiefly in capacity. It is not merely from 5 x 7 and smaller

negatives that the professional photographer sells enlargements. There is much work on 8 x 10 plates and films for which there is a demand for enlargements and the Eastman No. 2 Projection Printer provides the means of making such enlargement most economically. It accomodates all sizes of negatives up to and including 8 x 10 and produces prints up to 40 x 50, enlarging from the maximum size negatives up to 1½ to 5 diameters.

This outfit incorporates all the features of the original Eastman Projection Printer which have placed projection printing above all other printing and enlarging methods in economy, efficiency and photographic results. It differs from the No. 1 only in a few details.

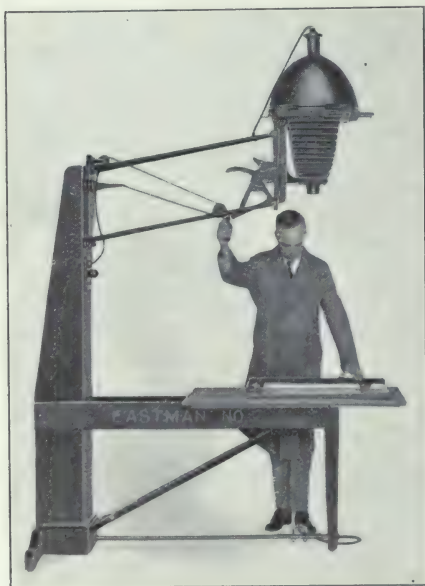
Like the No. 1, the self-focusing camera is fitted with a specially made lens—the Eastman Projection Anastigmat—but the speed is f.4.5 instead of f.8. and the focus 10-inches instead of 7½.

The adjustable paper holder may be set for prints from 3x3 to 17x20 inches while the holder of the No. 1 is for prints from 1½ x 2 to 15 x 21. Each size occupies the same floor area—3 feet x 4 feet 8 inches, but the No. 2 has a maximum height with arms completely extended two inches less than No. 1 or 10 feet 4 inches.

It has two, instead of three, diffusing disks and it carries a 400-watt Mazda instead of a 250-watt lamp.

Eastman Projection Printer, No. 2, complete including self-focusing 8 x 10 camera with Eastman Projection Anastigmat Lens f.4.5, set of two diffusing disks, paper holder, sliding table, pilot light and one 400-watt Mazda lamp.

PRICE..... \$775.00

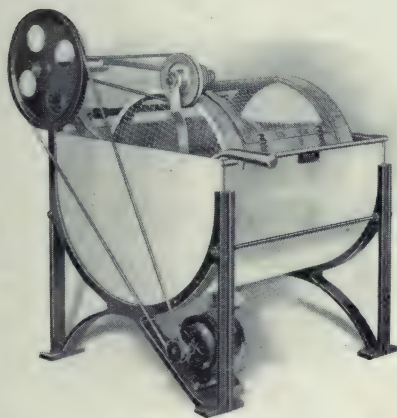


The Eastman Print Washer

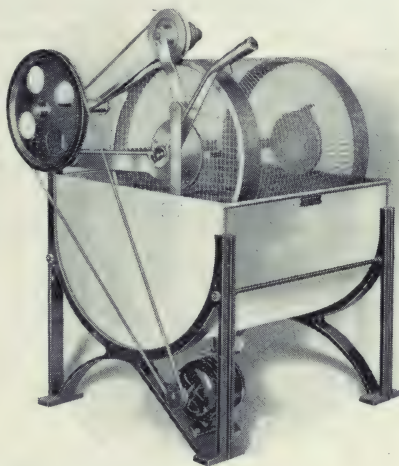
This new washer is simple, practical and efficient and designed especially for amateur finishers. Its size has been determined by the experience of practical finishers who agree that a batch of 200 or less prints is most convenient to handle. It will thoroughly wash 200 assorted prints in sizes up to and including $3\frac{1}{4} \times 5\frac{1}{2}$ and 4×5 .

The driving mechanism is entirely outside of the tank so there are no

the gate opens up or down as preferred. For unloading, a lever raises the cage, but the lower part remains under water so that the prints may be readily removed. The tank is easily cleaned—there are no gears to wear—the mechanism is simplicity itself. The framework of the washer is cast iron, the tank and cage are heavily galvanized.



SHOWING CAGE SUBMERGED
FOR WASHING



SHOWING CAGE ELEVATED
FOR LOADING

leaky stuffing boxes to contend with. An electric motor is attached to the frame and is connected to a shaft above and back of the tank. A movable arm in turn connects this shaft with a friction pulley, which rests on the rim of the washing cage and causes it to revolve.

This 16 x 16 inch washing cage which revolves in ball bearings is made of metal mesh with a solid band of metal at each end on which the driving pulley rests. The cage may be placed in the tank so that

Floor space required $22 \times 26\frac{3}{4}$ inches; height $31\frac{1}{2}$ inches. In ordering, please specify voltage and whether direct or alternating current motor is desired. Regular equipment is of 110 volts but 220 volt motor A. C. or D. C. may be obtained at a slightly additional cost. We can begin deliveries at once.

Eastman Print Washer with 110
volt motor..... \$125.00

Dealers' Discount 25%

Kodak Anastigmats f.7.7 on Old Cameras

Here's an opportunity for new business—at a profit to yourself and great satisfaction to your customers.

We are now in a position to supply Kodak Anastigmats f.7.7 for certain cameras not originally fitted with them, giving your customers the benefit of K. A. f.7.7 sharpness on cameras now equipped with lenses of less efficiency.

The exchange will be made on all models of the following Kodaks and Premos that are now fitted with Kodak Ball Bearing Shutters and Meniscus Achromatic or Rapid Rectilinear Lenses:—

Vest Pocket Autographic Kodak
No. 1 Autographic Kodak Jr.
No. 1A Autographic Kodak Jr.
No. 2C Autographic Kodak Jr.
No. 3A Autographic Kodak Jr.
No. 1A Autographic Kodak
No. 3 Autographic Kodak
No. 3A Autographic Kodak
Premoette Jr., No. 1,
Premoette Sr., No. 1A,
Premoette Sr., No. 3,
Premoette Sr., No. 3A,
Premo No. 8, $3\frac{1}{4} \times 5\frac{1}{2}$
Premo No. 9, $3\frac{1}{4} \times 5\frac{1}{2}$

Premo No. 9, 4×5

Premo No. 12.

The charges for making the exchange for single lens will be \$12.00 list, for Rapid Rectilinear Lens \$10.00 list.

Dealers' Discount $33\frac{1}{3}\%$.

We retain the old lens.

In cases where the camera returned is fitted with T. B. I. Shutter there will be an additional charge of \$6.00 list—the extra cost being due to the fact that a Kodak Ball Bearing Shutter must replace the T. B. I. Shutter.

If fitted with any other shutter than Kodak Ball Bearing, or T.B.I. Shutter, mentioned above, please do not send the camera for exchange of lenses before communicating with us.

All cameras to which a new lens is to be fitted are to be sent to us at Toronto, transportation charges prepaid. A letter of instructions, bearing first class postage should be attached to the outside of the parcel post package.

Don't Shift Lenses

We are offering to install Kodak Anastigmats f. 7. 7 on certain cameras originally fitted with other lenses. But the cameras must be sent to us.

It is as dangerous for an amateur to tamper with lens shifting as for an amateur surgeon to perform a major operation. The result is likely to be serious—and probably fatal to photographic accomplishment.

We fit Kodaks and other cameras with Single, Rapid Rectilinear and Anastigmat lenses, but we receive cameras returned by the public with combinations like this—a

Kodak Anastigmat f.7.7 in front and a Rapid Rectilinear in the back or the front combination of an R. R. lens instead of the Single lens with which the camera was fitted at the factory.

Naturally these customers think the camera is defective. They sometimes blame us and they frequently blame the dealer from whom they bought it.

Please don't let anyone play with the lenses on the Cameras in your stock. They are carefully adjusted and focused before the cameras are shipped and if tampered with trouble is sure to follow.

With Cable Release

A Popular Addition to the 2 and 2A Folding Brownies

All Folding Autographic Brownie Cameras are now equipped with a Cable Shutter Release. Heretofore this feature, that is common to all Kodaks, has only been incorporated in the larger of the Folding Brownies, 2C and 3A.

The fitting of shutters with Cable Release Attachment to the Nos. 2 and 2A Folding Autograph-

ic Brownies is a move that will be popular with both dealers and amateur photographers, as it extends the scope of the little Folding Brownies to the field of self-portraiture with the Kodak Self Timer.

The 2 and 2A models have been changed in no other way and prices remain the same.

Sales Possibilities of the Panoram

The man with the country place, the farmer, the motorist, the golfer the motor-boat owner, the yachtsman, anyone who gets out into big open spaces wants a camera that will take in all he can see from any point. The Panoram Kodaks are made for this purpose. The wide sweep of the lens takes in the whole countryside, an arc of 112 degrees in the No. 1 Panoram, and 142 degrees in the No. 4. The former

makes six negatives without reloading, each $2\frac{1}{4}$ inches wide by 7 inches long, the latter four negatives $3\frac{1}{2}$ x 12 inches. There is no bellows to draw, no focus to set, no diaphragm stops. As simple to operate as a Box Brownie. The list prices are \$23.50 and \$34.50 respectively. Show them to your Kodak customers. There's money in it for you.

Oh! For a Name Like Kodak!

Makers of a new food product are advertising for a trade mark for their commodity. They offer a prize for the best. "Something like Kodak," they suggest.

Just what does Kodak mean?

"Kodak," to begin with, was a new trade-mark word, short, easy to pronounce in any language, hard to mispronounce or misspell—nothing more. It had no history, no meaning. Nor was it a word of magic power. When Mr. Eastman coined it he didn't expect it to create instantaneously a world-wide demand for his photographic inventions. He knew that its value

would come later, after he had proved the quality of his product and given publicity to the name.

But now the word Kodak is comprehensive and significant. The products which it identifies represent a record of scientific, manufacturing and marketing achievements. Over thirty years of publicity have given it universal currency. It is an identification mark, a guarantee—a powerful, vital, selling force and probably the most valuable trade-mark in the world. The manufacturing world knows it and says, "Oh, for a name like Kodak."

New Aero Camera Prices

The following prices for Aero Cameras and accessories supersede all price lists published prior to August 16th, 1921. Please correct your Price List accordingly.

F. & S. Aero Camera, Model A-1, for 4 x 5 plates, fitted with f.4.5 Hawk Eye Aerial Lens, focal length 10 in. and including one Graflex Magazine Plate Holder.. \$ 440.00

Eastman Topographic Camera, Model K-1, for pictures 18 x 24 cm., fitted with f.4.5 Hawk Eye Aerial Lens, focal length 12 in., price, without Wind Motor \$ 1125.00

Do., fitted with f.4.5 Hawk Eye Aerial Lens, focal length 20 in., price..... \$ 1400.00

Eastman Aero Camera, Model K-2, for pictures 18 x 24 cm., fitted with f.4.5 Hawk Eye Aerial Lens, focal length 20 in., price including Direct View Finder and Venturi Tube.... \$ 1550.00

Dealers' Discount 32%

Anti-vibration Gimbal Suspension Mount for use with Model K-1 Topographic Camera... \$ 175.00

Dealers' Discount 25%

Anti-vibration Suspension Mount for use with model K-2 Aero Camera \$ 175.00

Dealers' Discount 25%

Discontinued

Model K-1 Aero Film Camera, with 20 in. F.6 Aerial Hawk Eye Lens and Suspension Mount for Model K-1 Aero Camera with 12 inch lens.

Kodak Dry Mounting Tissue

Following new prices on Kodak Dry Mounting Tissue became effective August 30th, 1921, superseding prices published on page 90 of the 1920 Dealers' Condensed Price List.

SIZE	PKG.	PRICE per.pkg.	PRICE per gross
1½ x 2½	3 doz.	\$.15	\$.35
2½ x 3½	"	.15	.35
2½ x 4½	"	.15	.50
2½ x 4½	"	.15	.50
3½ x 3½	"	.15	.50
3½ x 4½	"	.15	.50
3½ x 5½	2 doz.	.15	.85
3½ x 5½	"	.15	.85
4 x 5	"	.15	.85
4 x 6	1 doz.	.15	.95
4½ x 6½	"	.15	1.20
5 x 7	"	.15	1.60
5 x 8	"	.15	1.60
3½ x 12	"	.15	1.60
5½ x 7½	"	.15	1.60
6 x 8	"	.22	2.40
6½ x 8½	"	.22	2.40
7 x 9	"	.22	2.40
7½ x 9½	"	.30	3.25
8 x 10	"	.30	3.25
10 x 12	"	.45	4.80
11 x 14	"	.60	6.40
12 x 15	"	.65	7.45
14 x 17	"	.85	9.60
16 x 20	"	1.15	13.00
17 x 20	"	1.20	13.50
18 x 22	"	1.45	16.20

5 Yards, 20 inches wide, per roll, \$1.35

Dealers' Discount 25%

Discontinued

Artura Carbon Black Glossy and Artura Carbon Black Buff have been withdrawn from the market. Your customers who have been using these grades of Artura will undoubtedly find other grades in our line of papers suitable for their requirements.

New Goods

Cable Releases

No. 23, 7 in. for use with Nos. 1A, 3 and 3A Autographic Kodaks Special with Ilex Shutter, \$0.40

No. 24, 7 in. for use with Nos. 1, 1A, 3 and 3A Autographic Kodaks Special, fitted with Kodamatic Shutter, also for use with No. 1 Autographic Kodak Special, Model B, fitted with Ilex Shutter, Price \$ 0.40

Dealers' Discount 25%

Cold Weather Shipments of Freezable Goods

It is opportune at this time to remind our customers that articles like Paste, Developing Solutions, etc., which are ruined by freezing, should not be shipped by freight during the cold weather. Many times in the past we have given the same warning and our customers can hardly expect credit for such goods when ruined by frost in freight shipments. In other words, freezable goods when shipped by freight in winter are so forwarded at the customer's risk.

Not the Same

The Carrying Case that is supplied for the new model No. 1 Autographic Kodak Special is not of the same dimensions as the Carrying Case that is furnished for the older model.

To be sure that you will receive what you want, please specify when ordering a Carrying Case for the No. 1 Autographic Kodak Special "Old Model" or "New Model" as the case may be.

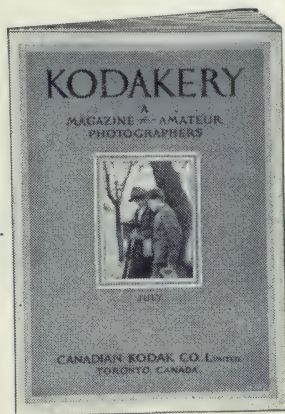
Stolen Cameras

The losses by theft of the following cameras have been reported since our last Issue.

By Sanderson's Drug Store, 2860 Dundas St., Toronto: Vest Pocket Autographic Kodak (R.R. Lens) No. 1409055.

By W. H. Davis, 1338 Danforth Ave., Toronto: No. 2C Autographic Kodak Jr., f.7.7 model, No. 172276.

*If it isn't an Eastman—
it isn't Autographic*



It Tells

what you want to know about photography, shows you many pictures of prize winning quality and helps you improve your own.

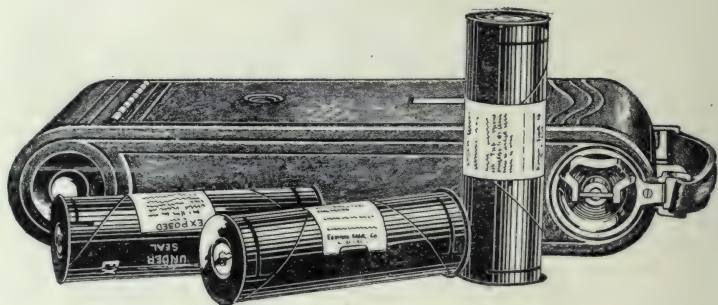
It is a monthly magazine selling regularly for 5 cents a copy or 60 cents a year—but we will have it sent for one year without charge to every purchaser of a Kodak, Brownie, Premo or Graflex at our store.

This is a part of our Kodak service—a sign of the interest we take in your photographic success.

A full line of Kodaks and Brownies always in stock.

RICHARD ROE & CO.
101 Tripod Avenue

Free on request: Cut of Kodakery only—single column as above—No. 171-B; double column No. 171-A.



School Days— Kodak Days

LET the children Kodak and Kodak them. We have Kodaks and Brownies for every member of the family, for every purse and every purpose. A Box Brownie at \$2.00 for the youngest—a diminutive but competent Vest Pocket Kodak at \$9.00 for anyone,—a Folding Autographic Brownie at \$15.00 for making pictures of full postcard size—the 2C Junior Kodak with Kodak Anastigmat $f.7.7$ lens at \$25.00 and Specials with high-speed shutters. Select your camera here from our complete line.

*Kodak Film in the yellow box—and all
photographic supplies.*

RICHARD ROE & COMPANY
101 TRIPOD AVENUE

**Write It on the Film—
at the Time**

The easily forgotten date, the unfamiliar place; the new acquaintance. You can make the record complete with the Autographic feature.



Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVIII., No. 6

TORONTO, CANADA

October, 1921

Kodak Advertising Time Table

When will Kodak advertising appear?

Where will Kodak advertising appear?

What will it feature?

If you know these things, you can increase the sales and the net profits of your Kodak department without increasing your expenditure for advertising.

For example knowing that in the October 5th Issue of Saturday Night we shall feature the 2A Box Brownie, you can display the cameras in your window and invite passers-by inside.

If you know the subject of any current advertising, you can plan a window display in keeping with it—you can handle the same subject in the same way in your newspaper advertising—you can circularize a selected list, referring to the subjects of certain advertisements.

Furthermore, when you time your advertising with ours, it conveys the impression of an alert, well managed, successful store. That this practice pays, many dealers know by experience.

Consequently, we are printing on pages 3 and 4 miniature reproductions of certain advertisements running in the October, November and December magazines and farm publications. On page 2 there is a statement showing the approximate dates on which the magazines are published.

Refer to the table on page 2. The first column indicates that in the first two weeks in October, twelve magazines have appeared in subscribers' homes and on the News Stands, containing Kodak Advertisements—Nos. 1, 2 and 3. Run your eye down the column and you see that No. 2 appeared in five magazines. Four of these appeal

chiefly to women, while the fifth interests men and women alike.

Turn to the next page and you will see that No. 2 advertises Kodak pictures of the children in the home. Obviously this is copy that will appeal to women.

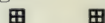
That's your cue.

A window designed to appeal to women will get across.

This schedule shows similar opportunities for associating your local advertising with Kodak magazine advertising week by week.

On request the advertising department will supply engravings (shown in the Dealer's Advertising Book or in the Cut Sheet) or the department will aid you in preparing special advertising copy. There

is no charge for the service or for the engravings.



Over nine hundred thousand copies of advertisement No. 6 will be circulated through magazines and farm papers. Upwards of five hundred and fifty thousand of these Ads will be in colors on back covers. Advertisement No. 4 goes into three hundred and twenty thousand magazines, No. 5 into three hundred and seventy thousand of the best Farm magazines.

Whatever the subject, they carry the suggestion "Kodak as You Go." And each one advertises your store if—and it's a big "If"—you advertise the fact that you are the Kodak dealer.

ADVERTISING SCHEDULE

MAGAZINE	Copy Number and Magazine Publishing Date					
	OCTOBER		NOVEMBER		DECEMBER	
	1-14	15-31	1-14	15-30	1-14	15-20
Everywoman's World	2		4		6	
MacLean's Magazine	2		4			6
Canadian Home Journal	2		4		6	
Western Home Monthly	2		4		6	
Saturday Night	1	2	5	4	6	
*La Canadienne	2		4		6	
Family Herald and Weekly Star	1		X		6	
Canadian Countryman	3		5		6	
Canadian Farmer	3		5		6	
Farmer's Advocate (London)	3		5		6	
Farmer's Advocate (Winnipeg)		3		5		6
Farm and Dairy	3		5		6	
Farm and Ranch Review		3		5		6
Farmer's Magazine	3		5		6	
Grain Growers' Guide		3		5		6
Nor'West Farmer		3		5	6	
*Farmer's Weekly La Presse	X		X		6	
*Le Samedi	X	1	X	X	6	
*Copy in French						
X Illustrations of Ads for these insertions not available.						

You can make good pictures
with a



No. 2A
Brownie

PRICE
\$3.50

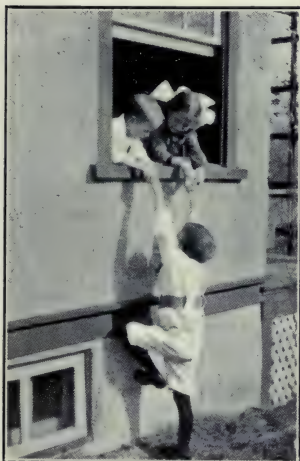
It is a very simple little camera, yet is fully equipped for snap-shots out-of-doors, for time exposures indoors or out, for flashlights and home portraiture. It can, with the aid of a seventy-five cent Kodak Portrait Attachment, make delightful "close-ups," head and shoulder portraits that fill the picture area. And it is all very easy.

The 2A Brownie makes pictures $2\frac{1}{4} \times 4\frac{1}{4}$ inches, has a meniscus achromatic lens, a rotary self-setting shutter, has three stops (diaphragms) and two finders—one for vertical and one for horizontal exposures. It requires no focusing and loads in daylight with Kodak Film Cartridges of six or twelve exposures. It is covered with a fine imitation grain leather with metal parts finished in nickel and black enamel. Made in Canada.

All Kodak Dealers'

CANADIAN KODAK CO., LIMITED, TORONTO, CANADA

No. 1 Telling the public what they can do with a 2A Brownie. What they can do they will do --if you do your part: Try an all-Box-Brownie window and watch what follows.



*From a
Kodak
Negative*

You can make pictures like this of your children with your

KODAK

Picture making with a Kodak is simple from the start and less expensive than you think.

Brownie Cameras from \$2.00 up. Autographic Kodaks \$9.00 up

CANADIAN KODAK CO., Limited, Toronto, Canada

No. 2 Featuring the simplicity of the Kodak for making those intimate pictures that are so strong in their appeal.



From a Kodak negative

Kodak on the Farm

Apart from the pleasure in snapshots around the home there is, as well, practical value in picture making on the farm. Pictures of live stock help in making sales; pictures of the orchard and of growing crops help in keeping worth-while records; pictures of the line fence and the "party ditch" prevent or settle arguments.

To the up-to-date farmer a camera is no longer a luxury. It's a necessity. And picture-taking by the Kodak system is simpler and less expensive than you think.

Ask your dealer or write us for catalogue of Kodaks and Brownies. It's free.

CANADIAN KODAK CO., Limited, Toronto, Canada

No. 3 Illustrating the practical side of the Kodak on the Farm. Do your customers know that Kodak pictures will help in making sales?



From a Kodak Negative

*Keep a Kodak story
of the children*

CANADIAN KODAK CO., LIMITED, TORONTO, CANADA

No. 4 'Keep a Kodak story of the children' What better way to keep the story than in pictures. The booklet, 'At home with the Kodak' will help you to tell them how.



From a Kodak Negative

KODAK

Pictures like the one reproduced above—and every home abounds in such opportunities—that's pleasure. An authentic, complete photographic record of livestock, farm equipment, crops—that's business. Kodak does double duty on the farm.

Catalog of Kodaks and Brownies at your dealer's

CANADIAN KODAK CO., LIMITED, TORONTO, CANADA



*Let your Kodak
keep the Christmas Story*

No. 5 Tells the farm folks of the practical and personal uses of the Kodak on the Farm.

No. 6 A Christmas Advertisement that will be seen wherever and whenever Christmas gifts are thought of.

Kodak Winter Booklets

Kodak Catalogues are expensive pieces of literature. By the time they get into your hands they represent an investment of from twelve to fifteen cents a piece. They ought to be used with discretion, but no hard and fast rules can be drawn about distributing them. No one can say "Don't let boys and girls have them," or "give them only to people who wear fine clothes." An intelligent boy may read it with more interest than a grown person, and a hard handed laboring man may buy a more expensive outfit than a millionaire. In a general way they ought to be reserved for those who are actively interested in purchasing photo-

graphic equipment.

But there is another catalogue that can profitably be distributed more generously; in fact its envelope size permits you to mail it to a selected list

This catalogue is the Kodak Winter Booklet. With outside dimensions of only $3\frac{1}{2}$ x $5\frac{3}{8}$ inches, it incorporates within 32 pages a description of all Autographic Kodaks, all Brownies and a few accessories.

We supply them on request, imprinted with dealer's name and address. Requisitions should be addressed to the Advertising Department now. Ready for delivery in November.

Concealed Loss and Damage Claims

You have probably read in your local newspaper that during the past year the railroads have paid millions of dollars in settlement of claims and of their plans to reduce this loss. The result is that they are declining claims which are not substantiated to prove their liability.

Sometimes shipments are so cleverly pilfered that it is almost impossible for the draymen to note the pilferage at the time of delivery or to discover concealed damage. This behooves you to unpack your shipments promptly upon their receipt, and in case of loss or damage to notify the transportation company immediately, have inspection made and notation added to freight bill or express receipt. This should be done whether or not you believe the goods to have been omitted by us. If you will do this you will fully protect yourself, and in case shortage is not with us, you can obtain indemnity from the transportation company.

As an example of what sometimes happens in matters of this kind, we will relate an experience. A dealer wrote us that he had received a shipment short a No. 2A Folding Autographic Brownie Camera. In response we explained that the camera was included in the shipment and suggested that he prepare the necessary documents to support a claim against the trans-

portation company. In reply we received a letter to the effect that he was absolutely positive we had not included the camera and that he would not be a party to a conspiracy to prosecute an unjust claim against a transportation company. While we were reading his letter, a railroad detective brought in a camera for identification, and explained that he had recovered it with thousands of dollars worth of other merchandise from the home of a freight handler. The camera was the same one which the dealer had reported short and was sure we had not included. Investigation developed that the freight handler, from whom the camera was recovered, was employed in the freight house at shipping point on the day the shipment was forwarded, and afterwards he admitted he had abstracted the camera from the shipment.

It should be remembered that both express and freight shipments become your property as soon as we receive a receipt from the carrier, and while we are glad to assist in placing any claims for shortage or damage, we cannot do our part in the adjustment unless you properly handle the receiving end.

We are not only willing, but glad, to do all we can to help in the collection of claims, but it is necessary for you to co-operate with us in this matter.

FOR THE RETURNED VACATIONISTS—

Velox Paper
Kodak Amateur Printers
Albums
Mounting Tissue

Enlarging Cameras
Bromide Paper
Kodak Tested Chemicals
Water Color Outfits

Where the Business Is

Wherever children are—there Kodak opportunities are always lurking, ready to make business for you.

Seashore and mountains, Europe and the Thousand Islands, fishing, hunting, golfing, motoring—all of these mean Kodak pictures. But as real business builders, the youngsters have all counter attractions beat at the start. If people only knew how easy it is to make pictures in and about the home and how much those pictures will be to them just a little later—if they only knew!

We've been telling them—and telling them. And now we are going to tell them again in a new edition of "At Home with the Kodak." There's nothing old about the book except the name. It has a new cover, new pictures, new text. It is intended to make people want to take home pictures

and then tell them how to do it. It is promotion and instruction all under one cover. It has chapters on how to make:

*Indoor Portraits by Daylight,
Portraits by Flashlight,
Indoor Story Telling Pictures,
Self Portraits,
Interiors by Daylight,
Interiors by Flashlight,
In the Home Grounds.*

There are fifteen diagrams showing fifteen different ways of making the pictures and seventeen half-tones showing the delightful results.

The book contains 32 pages the same size as the Kodak Catalogue page.

It is now almost ready for distribution and is yours for the asking, with your imprint, in such quantities as you can really use to advantage.

Keep a
Kodak Story
of the Children

RICHARD ROE & CO.

1201 Tripod Avenue



Street Car Card No. 818

These cards displayed in your Street Cars will pull trade to your store. To dealers who will run them in the cars they are supplied free of charge, completely printed with the dealer's name and address. How many will you use? The supply is limited.

Plan for Keeping Stock Fresh Increases Profits

Place *new* shipments of film at the *back* of your stock; place stock from previous shipments at the front. Sell the older stock first. Consistent practice of this plan will prevent losses which some dealers now have on expired film.

No dealer need ever have expired film on hand if his instructions regarding the handling of it are properly given—and followed.

If the dealer does have such film on hand and the circumstances justify it, we will share the loss with him—providing the quantity is not excessive. Before returning such film please write us giving all the facts.

Under no circumstances should expired film be sold to customers. Your trade will resent it—and then go elsewhere to buy their photographic supplies.

Price Changes

Please note the following price reductions on page 83 of the Dealers' Condensed Price List.

Effective Sept. 21, 1921

ROYAL LANTERN SLIDE PLATES

Size	Per doz.	With Backing
3¼ x 3¼	\$0.55	\$0.65
3¼ x 4	0.55	0.65

Dealers' Discount 30%

HYDROCHINON

1 oz. Can.....	\$0.24
¼ lb. "	0.80
½ lb. "	1.45
1 lb. "	2.75
5 lb. tin	13.50

Dealers' Discount 33⅓%

In 25 lb. lots assorted 40%

PYRO E. P. C.

1 oz. bottle.....	\$0.30
-------------------	--------

¼ lb. "	0.80
½ lb. "	1.50
1 lb. "	2.90

Dealers' Discount 33⅓%

In 100 oz. lots or more assorted 40%

Discontinued

The manufacture of the No. 5 Majestic Print Dryer has been discontinued.

Models No. 1 and No. 4 will be supplied as before.

Artura Carbon Black Matte has been withdrawn from the market.

Your customers who have used this grade of Artura will undoubtedly find other grades in our line of papers suitable for their requirements.

New Goods

EASTMAN HARD RUBBER DEVELOPING and FIXING BOX

No. 2, for developing and fixing eight 4¾ x 6½ films or plates..... \$5.00

No. 3, for developing and fixing twenty 4¾ x 6½ or twelve 8 x 10 films or plates..... 8.00

Prices Net

Cameras Lost by Theft

4 x 5 Auto Graflex Camera No. 91523, equipped with B. & L. Tessar Lens No. 3150218, by Canadian Mead-Morrison Co., Ltd., Sarnia, Ont., about the middle of August last.

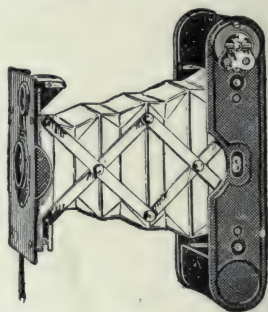
1A Autographic Kodak Jr., R.R. Lens, No. 495871, by G. S. Tatnam, New Liskeard, Ont.

3A Autographic Kodak No. 67138, by R. D. Devlin, Cobalt, Ont.

Take Along a Vest Pocket Autographic Kodak

Walking—hunting—golfing—on the way to work, or at play—this little Kodak goes everywhere without the slightest inconvenience to its owner.

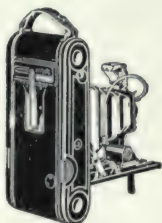
Contact prints are inexpensive; enlargements from Vest Pocket negatives are easily made up to post card size, or even larger.



Pictures: $1\frac{3}{8}$ x $2\frac{1}{2}$ inches.
Prices: \$9.00 to \$21.00

We should like to show you the three models. You will find here a complete line of Eastman photographic goods—Kodaks Brownies, films, everything for picture making.

RICHARD ROE & COMPANY
101 TRIPOD AVENUE



Look for the Autographic feature.

A panel opening in the back provides for making written records on the film of Who, When, What and Where. There is no extra charge for this feature which is always useful and occasionally invaluable.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVIII., No. 7

TORONTO, CANADA

November, 1921

"A Gold Mine Waiting to be Worked"

In the words of this headline someone describes the enlarging of amateur pictures—a business that is growing tremendously under the stimulus furnished by the Kodak Projection Printer.

This equipment permits the making of enlargements from amateur negatives of all sizes from V. P. K. to 3A or 4 x 5 with all the speed and facility of contact printing.

What this means in reducing labor and overhead costs by speeding up production can only be appreciated by those who have abandoned the old-style slow moving outfits in favor of the automatic-focusing Kodak Projection Printer.

This revolutionary invention—the self-focusing device—does away with many unprofitable, time-taking, pushing and pulling adjustments required for the focusing of enlarging cameras.

But there are several other features that promote speed of operation, increase efficiency and reduce production costs. The negative holder permits of adjusting the masks *while the holder is in the*

camera. By means of this device any portion of the negative may be isolated and the effect of enlarging the selected portion may be instantly observed—obviously a feature that means better composition as well as increased speed.

The use of a horizontal table and paper holder also aids fast operation.

Setting and loading the paper holder, like loading the negative holder, is a matter of seconds.

The Kodak Projection Anastigmat Lens *f*.6.3 with a 100-watt Mazda lamp for illumination is another factor for speed.

"A gold-mine waiting to be worked" accurately describes the possibilities in the enlarging end of a finishing business. More enlargements means more sales of mounts, more frames sold, more pictures taken, more film used, more business for everyone concerned.

We have a booklet on the machinery required to work this mine. It is called "Printing with the Kodak Projection Printer." Copies will be sent on request.

The Christmastide Campaign

Reproduced in miniature on page opposite is the Kodak Christmas Advertisement, that will have a circulation of nearly a million in

Canadian magazines and farm publications.

The schedule below will show when, where and in what size and style the Ads. will appear.

PUBLICATION	PUBLICATION DATE	COPY
Everywoman's World -	December 1st	4th Cover (4 colors)
La Canadienne - - - -	" 1st	4th Cover (4 colors)
MacLean's Magazine -	" 15th	4th Cover (4 colors)
Canadian Home Journal - -	" 1st	6½ x 10 in. (B.&W.)
Western Home Monthly - -	" 1st	6½ x 10 in. (B.&W.)
Canadian Countryman - -	" 10th	3rd Cover (3 colors)
Canadian Farmer - - -	" 9th	6½ x 10 in. (B.&W.)
Farmer's Advocate (Winnipeg) -	" 14th	3rd Cover (3 colors)
Farm and Dairy - - -	" 8th	4th Cover (3 colors)
Nor' West Farmer - - -	" 5th	4th Cover (4 colors)
Farm and Ranch Review -	" 5th	4th Cover (2 colors)
Farmer's Magazine - - -	" 1st	4th Cover (3 colors)
Grain Grower's Guide - -	" 14th	4th Cover (4 colors)
Farmer's Advocate (London) -	" 12th	6½ x 10 in. (B.&W.)
Family Herald and Weekly Star	" 7th	8½ x 12 in. (B.&W.)
Saturday Night - - -	" 8th	6½ x 10 in. (B.&W.)
Farmer's Weekly La Presse -	" 8th	8½ x 12 in. (B.&W.)
Le Samedi - - - -	" 10th	4th Cover (4 colors)

The Kodak is a logical gift and the idea behind this publicity is to place before holiday shoppers wherever and whenever Christmas gifts are thought of, the suggestion "A Kodak for Christmas."

Our advertising will do this. It will help you to make sales too, but it is not going to send Christmas shoppers into your store unless *you have the goods, advertise them and display them well.*

The new display cards that you will receive about December 1st will make a good holiday display. One of these cards affords a direct tie-up with our Christmas advertising. It is an attractive card printed in colors and featuring the same picture that will appear on the

covers of so many December magazines.

For your mailing list there are Kodak Winter Booklets. They'll tell all about the various models and the prices.

And for your own advertising in the local paper—of course you're too busy even now with the holiday trade to write copy. But in the pamphlet of "Christmas Advertisements for the Kodak Dealer," out November 23rd, there are twelve Ads. illustrated with drawings which show how appropriate the Kodaks and Brownies are for Christmas gifts. Just order the cuts—they are gratis—send them with the copy, torn from this pamphlet, to your local paper. Then watch the holiday shoppers line up at your Kodak counter.



*Let your Kodak
Keep the Christmas Story*

Canadian Kodak Co., Limited, Toronto, Ont.

Above is a miniature reproduction of the Kodak Advertisement that will appear in nearly a million Canadian Magazines and Farm Publications.

How to make this advertising work for you is explained on the opposite page.

In Twenty-four Hours or Less

Quick service—that's the demand that is placed on your finishing department these days. The customer has "pressed the button." He wants you to "do the rest," and to do it in record time, for he's interested in those pictures.

Before this demand, old methods must give way to new. Modern equipment for the rapid handling of negatives and prints must supplant the older and slower methods, if the finishing department is to retain the customer's good-will and future orders.

A practical machine for the quick drying of prints will do as much as any other one piece of apparatus to speed up production and at the same time lower operating costs.

For the average amateur finishing department, the Improved Model No. 1 Majestic Print Dryer is sufficiently large for all requirements. The capacity of this Dryer is approximately two hundred and fifty prints of various sizes, ranging from Vest Pocket Kodak to 5 x 7.

The prints are dried in from fifteen to twenty minutes. The principle on which the Dryer operates is simple in the extreme. Wet prints are placed face down on specially prepared muslin faced blotters. These blotters are rolled between sheets of corrugated board and the rolls are then placed in the Dryer. Heat from a gas plate, supplied for use with either natural or artificial gas, is driven through the Dryer by an electric fan, which is part of the equipment.

The Majestic Print Dryer is not so new that it is an experiment. It has been on the market since 1915. The present model incorporates many improvements that have been brought about in six years. But that even the earlier models are thoroughly practicable, the hundreds of these machines in use today, by amateur finishers, offer mute testimony.

The price—\$45.00, includes the Dryer, complete with electric fan, motor, gas plate and two drying rolls. Dealers' discount 25%.



Let your Kodak

keep the Christmas Story

RICHARD ROE & CO.

1201 Tripod Avenue

Making the Best Use of your Best Advertising Medium

A dealer in a western city, assigned a clerk to spend an entire day investigating the value of his window displays. He found that 2,732 people walked past his store during his business hours. Of this number, 881 stopped and looked in his windows and, as a direct result of what they saw there, about 100 came into the store. Not satisfied with this result he made the display more striking, stopped twice as many people, and drew fifty per cent more into the store.

Someone has said—"A good window dresser possesses the art of a dramatist, the news sense of a journalist, the imagination of a poet, and the merchandising instinct of a great merchant."

In other words, a successful

"window" must be dramatic, timely, stimulating and crammed with selling power.

Check up your Kodak windows.

Do they stop the passer-by?

Do they hold his interest?

Do they excite his desire to possess what is shown?

Do they pull him irresistibly into the store?

Last month's Trade Circular illustrated six of the Kodak Company's advertisements now appearing in the magazines. Each can be made the basis of a window display that will answer the four test questions with an emphatic "Yes."

"They get the business who go after it." And a good window display is the shortest route.

When the Public Wants Film Prices

Occasionally a customer wants to see for himself the current prices of film—especially if he operates a camera of a discontinued model. The Film Schedule, printed on cardboard, is supplied for this purpose and for general reference when the customer is in doubt about the number of the film required for his camera. On it are listed all of the cameras ever made by this company which take daylight loading film, including the discontinued Bull's Eye Kodaks, Folding Pocket Kodaks, Weno Hawk-Eye Cameras, etc. The number of the film is given and the price per roll of 3, 4, 6, 8, 10 or 12 exposures as the case may be.

Recently there have been complaints from the public that dealers have charged 70 cents for a 6-ex-

posure roll of No. 101 film. When told that the price had been only 35 cents, the dealer pointed to the price listed on page 24 of the Kodak Catalogue under the Stereo Kodak heading. As listed on that page the price is 35 cents for 3 exposures and 70 cents for 6 exposures. This applies however only to the film when used in a Stereo Kodak which takes two pictures at one exposure. For the regular $3\frac{1}{2} \times 3\frac{1}{2}$ Kodaks or Bull's Eye Cameras, the 35-cent roll of No. 101 film makes 6 exposures and the 70 cent roll 12 exposures.

Reference to the Film Schedule would have prevented overcharging.

The moral is clear—when in doubt consult the Film Schedule. If you require a new schedule please address the Advertising Department.

How Many Please?



The new edition of "At Home with the Kodak" which was announced in last month's Kodak Trade Circular, is now ready. The delivery of advance orders will begin at once.

Have you ordered your supply?

You're going to be asked for copies. There's nothing surer than that. Lately a good deal of Kodak advertising has been aimed to get the Kodak into the home. All of these Ads. are illustrated with pictures made in the home with a Kodak. Many of these urge readers to go to their dealers for free copies of "At Home with the Kodak." And there's more advertising of this new booklet to come.

It is the most valuable book you could send out at this time because it tells how to use a Kodak at home. Home is where the people live in Fall and Winter. Many go out—weather permitting—and they Kodak as they go. But there are

just as many picture opportunities at home as anywhere—and this new book proves it.

It tells *how* to take pictures in and about the home.

These chapter headings give you a glimpse of its contents.

*The Story of Us,
Making the Pictures,
Indoor Portraits by Daylight,
Portraits by Flashlight,
Indoor Story-Telling Pictures,
Self Portraiture,
Interiors by Daylight,
Interiors by Flashlight,
In the Home Grounds.*

There is nothing technical about the book and nothing complicated about taking the pictures it suggests.

And it opens up new possibilities of picture-taking that many of your customers never thought of. That means more sales of supplies to old Kodak customers and the making of new customers as well.

It is much too valuable to be sent out except by the request of dealers actually interested.

We will supply on request a reasonable quantity imprinted with your name and address.

Just Remember

That when a customer buys a sled or a brush or a book, that's all there is to it—the transaction is closed. On the other hand, the sale of a Kodak is but the beginning of a series of sales which, in the aggregate will dwarf the purchase price of the instrument itself.

First the Kodak—then, film and finishing, film and finishing. And there are many photographic sundries for which any Kodak owner is a prospective buyer.

The Kodak is a logical gift, and with Christmas time close at hand extra effort both in advertising and selling Kodaks will be well worth while.

New Items in the X-Ray Line

The Eastman X-Ray Illuminator is designed for use in viewing X-Ray negatives. It consists of a metal light-box equipped with a 14 x 17 inch plate of flashed opal glass and is provided with clips for holding films of any size up to capacity. Lamp socket and cord with plug are supplied. List price \$19.00.

Dealers' discount 33 $\frac{1}{3}$ %

The Eastman X-Ray Tank is made of Monel-Metal which is unaffected by either developer or fixer, is light in weight and unbreakable. It measures 4 $\frac{1}{2}$ x 15 $\frac{1}{2}$ x 20 inches and has a fluid capacity of 5 $\frac{1}{2}$ gallons. List price \$17.25.

Dealers' discount 33 $\frac{1}{3}$ %

Eastman Portrait Diffusion Disks

For use by professional photographers we have just brought out the Eastman Portrait Diffusion Disk which permits the making of diffused, soft focus pictures with sharp focus lenses. It is placed in front of the lens and the negative exposed in the usual way, without change in length of exposure, focusing or any other feature.

The disks are supplied for two degrees of diffusion. The A disk gives ample sharpness yet the harshness of lines is slightly softened. The B disk gives considerably more diffusion, but the effect of softness is brilliant; not flat.

Furnished in two sizes, No. 1, 3 $\frac{1}{2}$ inches in diameter, and No. 2, 4 $\frac{1}{2}$ inches in diameter.

Eastman Portrait Diffusion Disks

	Net
Nos. 1A or 1B.....	\$7.00
Nos. 2A or 2B.....	8.50

Adjustable Disk Holders are made in three sizes. The No. 1 Holder is adjustable to lens barrels of from 3 to 4 $\frac{1}{2}$ inches in diameter and the No. 2 to barrels of 4 $\frac{1}{4}$ to 5 $\frac{3}{8}$ inches in diameter.

Eastman Adjustable Diffusion Disk Holder

	Net
No. 1	\$4.75
No. 2	5.75
Special Eastman Portrait Diffusion Disk Holder, for lens barrels 4 $\frac{1}{2}$ to 6 $\frac{1}{2}$ inches in diameter	\$7.00

Terms of Sale

Copies of the 15th Edition of the Kodak Terms of Sale have been sent out by first class mail to all dealers.

In the main these terms are the same as have been in effect during recent years. The changes that have been made since the 14th Edition was published are such as have been necessitated by the addition of new goods or changes in certain lines of our manufactured products.

Please read carefully and make your assistants familiar with the application and working of the Terms of Sale.

The "Parkview" Calendar

One of your customer's pictures in a Parkview Calendar makes a Christmas remembrance that is personal and attractive. It means much and costs but little.

They will solve many a Christmas problem if prominently displayed.

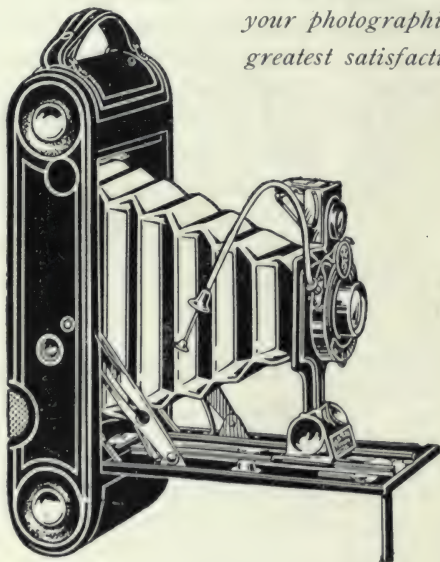
Slip this Kodak in your coat pocket

IT'S a cold weather Kodak—the No. 1 Junior—it is so conveniently carried. And it is equipped for taking fast or slow snap-shots, and “bulb” or time exposures of any length. Except for the Vest Pockets, it's the smallest of the Kodaks. But the pictures are pleasing in size and shape— $2\frac{1}{4} \times 3\frac{1}{4}$ inches. It is autographic, handsome, Eastman-made of course—and moderate in price.

RICHARD ROE & CO.

1101 Tripod Avenue

*The place where you can buy all
your photographic supplies with the
greatest satisfaction.*



Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVIII., No. 8

TORONTO, CANADA

December, 1921

REDUCTION IN PRICE OF B.&L. LENSES AND CAMERAS EQUIPPED WITH THEM

Owing to a reduction made by the Bausch & Lomb Optical Company in the selling price of certain types of their lenses, the following price changes in lenses are announced and we are also able to make corresponding reductions in cameras equipped with these lenses.

Effective December 10th, 1921

AUTOGRAPHIC KODAKS, SPECIAL

(CONDENSED PRICE LIST, PAGES 15-16)

Catalogue List

No. 1 Autographic Kodak Special (Model B)	
B.&L. Tessar Series IIb f. 6.3 lens No. 3—	
With Kodamatic Shutter	\$ 74.00
With Ilex Shutter	69.00
Do., with B.&L. Tessar Series Ic f. 4.5 lens No. 12—	
With Kodamatic Shutter	71.00
With Ilex Shutter	66.00
No. 1A Autographic Kodak Special B.&L. Tessar	
Series IIb f. 6.3 lens No. 4—	
With Kodamatic Shutter	85.00
With Ilex or Optimo Shutter	80.00
No. 3 Autographic Kodak Special B.&L. Tessar	
Series IIb f. 6.3 lens No. 4—	
With Kodamatic Shutter	80.00
With Ilex or Optimo Shutter	75.00
No. 3A Autographic Kodak Special B.&L. Tessar	
Series IIb f. 6.3 lens No. 5k—	
With Kodamatic Shutter	102.50
With Ilex or Optimo Shutter	97.50

Dealers' Discount 32%

PREMO CAMERAS

(CONDENSED PRICE LIST, PAGES 24-25)

Catalogue List

Premo No. 10 including Plate Holder and plush lined Sole Leather Carrying Case with B. & L. Protar Series VIIa lens No. 8.....	\$201.00
Premo No. 12, with B. & L. Tessar Series IIb f.6.3 lens No. 3.....	75.00
Do., with B. & L. Tessar Series Ic f. 4.5 lens No. 12.....	72.00
Dealers' Discount 32%	

GRAFLEX CAMERAS

(CONDENSED PRICE LIST, PAGES 18-21)

Catalogue List

1A Graflex with B. & L. Tessar Series Ic f. 4.5 lens No. 14.....	\$147.00
3A Graflex with B. & L. Tessar Series Ic f. 4.5 lens No. 15a.....	179.00
Auto Graflex with B. & L. Tessar Series Ic f. 4.5 lens.....	123.00
3¼ x 4¼ No. 14 lens.....	140.00
4 x 5 No. 15 lens.....	188.50
5 x 7 No. 16 lens.....	101.50
Auto Graflex Jr., with B. & L. Tessar Series Ic f. 4.5 lens No. 13....	136.00
Revolving Back Graflex Junior, with B. & L. Tessar Series Ic f. 4.5 lens No. 15.....	179.00
Compact Graflex with B. & L. Tessar Series Ic f. 4.5 lens—	216.50
3¼ x 5½ No. 15a lens.....	168.00
5 x 7 No. 16 lens.....	208.50
Revolving Back Telescopic Graflex with B. & L. Tessar Series Ic f.4.5 lens—	195.00
3¼ x 4¼ No. 15 lens.....	269.50
4 x 5 No. 16 lens.....	223.50
Revolving Back Auto Graflex with B. & L. Tessar Series Ic f. 4.5 lens—	265.00
3¼ x 4¼ No. 15a lens.....	264.50
4 x 5 No. 17 lens.....	317.50
Do., with B. & L. Protar Series VIIa f. 6.3 lens—	360.00
3¼ x 4¼ No. 10 lens.....	
4 x 5 No. 13 lens.....	
Press Graflex 5 x 7, with B. & L. Tessar Series Ic f. 4.5 lens No. 16	
Home Portrait Graflex with B. & L. Tessar Series Ic f. 4.5 lens No. 17	
Do., with B. & L. Tessar Series Ic f. 4.5 lens No. 18.....	
Dealers' Discount 32%	

GRAPHIC CAMERAS

(CONDENSED PRICE LIST, PAGES 21-22)

Catalogue List

Revolving Back Cycle Graphic including Double Plate Holder and Leather Carrying Case, with B. & L. Protar Series VIIa lens—	\$187.00
4 x 5 No. 7 lens.....	220.00
5 x 7 No. 10 lens.....	273.00
6½ x 8½ No. 13 lens.....	372.00
8 x 10 No. 17 lens.....	
Speed Graphic with B. & L. Tessar Series Ic f. 4.5 lens—	133.00
3¼ x 4¼ No. 14 lens.....	147.50
4 x 5 No. 15 lens.....	159.50
3¼ x 5½ No. 15a lens.....	192.00
5 x 7 No. 16 lens.....	
Stereoscopic Graphic matched pair of B. & L. Protar Series V lenses No. 2.....	191.50
Dealers' Discount 32%	

LENSES

(CONDENSED PRICE LIST, PAGES 53-54)

BAUSCH & LOMB TESSAR LENSES**Series IIb f.6.3**

		Size	Equivalent Focus Inches	In Barrel
No. 2A	2¼ x 3¼	3 11/32	\$ 32.50
No. 3	2½ x 3½	4 3/8	41.25
No. 4	3¼ x 4¼	5 3/8	43.75
No. 5	4 x 5	6 1/8	45.00
No. 5k	3¼ x 5½	6 11/16	56.25
No. 5a	5 x 7	7 1/16	63.75
No. 6	5 x 8	8 1/4	77.50
No. 7	6½ x 8½	10	105.00

Dealers' Discount 33 1/3 %

Matching for Stereo Work \$4.00 extra.

BAUSCH & LOMB TESSAR LENSES**Series Ic f.4.5**

		Size	Equivalent Focus Inches	Lens and Barrel with Iris Diaphragm
No. 12	2¼ x 3¼	3 1/2	\$ 37.50
No. 13	2½ x 3½	4 1/2	43.75
No. 14	3¼ x 4¼	5 1/2	50.00
No. 15	4 x 5	6 1/2	56.25
No. 15a	5 x 7	7 1/2	68.75
No. 16	5 x 8	8 1/2	85.00
No. 17	6½ x 8½	9 7/8	137.50
No. 18	8 x 10	11 3/4	187.50
No. 18a	10 x 12	14 3/4	250.00
No. 19	11 x 14	15 5/8	312.50
No. 20	14 x 17	19 7/8	437.50

Dealers' Discount 33 1/3 %

BAUSCH & LOMB EXTREME WIDE ANGLE LENSES**Series V f.18**

		Size of Plate covered with Stop f.18	Equivalent Focus Inches	Lens only
No. 1	4 x 5	3 5/16	\$ 30.00
No. 2	5 x 7	4 7/16	30.00
No. 3	6½ x 8½	5 9/16	37.50
No. 4	8 x 10	7 1/16	45.00

Dealers' Discount 33 1/3 %

BAUSCH & LOMB CONVERTIBLE PROTAR LENSES **Series VIIa**

No.	Size of Plate Covered with full Aperture Inches	Comb. Equiv. Focus Inches	Speed	Lens only
13¼ x 3¼4½	f.6.3	\$ 63.75
23¼ x 4¼4½	f.7.0	67.50
34 x 55	f.7.7	73.75
44 x 55½ ₁₆	f.6.3	71.25
54¼ x 6½5½ ₈	f.7.0	77.50
64¼ x 6½6½ ₈	f.7.7	87.50
74½ x 7¼6¾ ₈	f.6.3	83.75
85 x 77	f.7.0	93.75
95 x 87½	f.7.7	108.75
105 x 87¾	f.6.3	102.50
116½ x 8½8½	f.7.0	117.50
126½ x 8½9½ ₈	f.7.7	145.00
136½ x 8½9¼	f.6.3	132.50
147 x 910	f.7.0	160.00
157 x 910¾	f.7.7	187.50
167 x 910¾ ₁₆	f.6.3	186.25
178 x 1011¾	f.7.0	213.75
188 x 1012¾	f.7.7	251.25
198 x 1013¼	f.6.3	236.25
2010 x 1214¾ ₁₆	f.7.0	273.75
2210 x 1215½	f.6.3	307.50
2510 x 1218¼	f.6.3	430.00
2811 x 1420¼	f.6.3	562.50
3012 x 1623¾	f.6.3	746.25

Dealers' Discount 33⅓%

OTHER PRICE CHANGES

Effective November 21, 1921

(Condensed Price List Page 43)

Hydrochinon

1 oz. can \$.20
¼ lb. can65
½ lb. can 1.20
1 lb. can 2.30
5 lb. can 11.25

Dealers' Discount 33⅓%

In 25 lbs. lots assorted 40%

Effective November 24, 1921

(Condensed Price List, page 43)

Potassium Bromide

1 oz. Can \$.10
¼ lb. Can22
½ lb. Can33
1 lb. Can55

Dealers' Discount 25%

In the Christmas rush don't forget KODAKERY. It keeps the customer enthused. Get the name on the dotted line.

A New Type of Film Developing Hanger

The Eastman Film Developing Hanger No. 4 is of an entirely new type, following very closely the general lines of the Core Plate Developing Rack. There are no clips



to hold the film in place as clips are unnecessary with this new hanger. The film slides easily into the side and end channels. The top channel is hinged. When the film is in position the top channel is closed and a spring holds it in place.

The bottom and two side channels are perforated on their edges and one side so that the developer drains away from the film as soon as it is removed from the solution. As the film is held on its four sides and there is room enough for the slight expansion that occurs when the film is wet, there is no bulging whatever and the hangers can be placed as closely together in a tank as glass plates.

The cross bars of the No. 4 Hangers are approximately the same length as other film hangers, are made of a flat strip of metal and have deep notches near either end which permit of their being hung on a wire while the negatives are drying.

The parts of the hanger that go into the developer are made of a non-corrosive, rust-proof metal. It

is strong and durable and very convenient for holding the film while it is developed, fixed, washed and dried.

The new Eastman Film Loading Fixture No. 4 is for use in loading Eastman Professional Film in this hanger.

Eastman Film Developing Hangers

No. 4, For Eastman Professional Films

5	x	7	\$.90
6½	x	8½	1.10
8	x	10	1.10

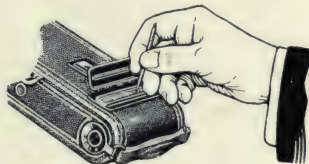
Prices Net

Eastman Film Loading Fixture No. 4

For loading Eastman Professional Film in Film Developing Hangers, No. 4.

5	x	7	\$3.00
6½	x	8½	3 00
8	x	10	3.00

Prices Net



"It's Autographic"

No hand camera is complete without this feature—and it's found only on Eastman Cameras.

Emphasize It

When You send us a Parcel Post Package

Paste, or tie securely, your letter of instructions to the outside of the Parcel Post package. In addition to the postage you place on the package, place a three cent stamp on the envelope containing your instructions. Address both to the Canadian Kodak Co., Limited, West Toronto, Ont. Return request and address should be placed on both the envelope and the package.

This will bring your package and instructions to us at the same time, enabling us to give you prompt service.

Eastman Dental Film Developing Cabinet

This new cabinet is for use by dentists in developing X-Ray film. The operator stands outside of the cabinet itself which is in reality a miniature portable dark room measuring 12 x 22½ x 20 inches. It is equipped with light-excluding sleeves for the operator's arms, a safelight with an eye-shield hood for observation and a safelight lamp for illumination. Inside the cabinet is a shelf and a removable tank (10½ x 9 x 6½ inches) within which are two smaller tanks with space between for washing. Inlet and outlet pipes provide for circulation of water. The outfit includes four developing hangers sufficient for handling forty films. The cabinet and three tanks are made of Monel Metal.

Eastman Dental Film Developing Cabinet, complete:

Catalogue List..... \$82.50

Tanks, without cabinet but including hangers:

Catalogue List..... \$27.50

Dealers' Discount 25%

Stolen Camera

Loss by theft of 3A Autographic Kodak Special, Serial No. 34262, fitted with B. & L. Tessar Series IIb f.6.3 Anastigmat Lens No. 2688156, has been reported by the Ross Drug Co., Limited, 100 King Street, St. John, N.B.

Please communicate any information concerning the above to the Ross Drug Co., Limited, Mr. Geo. M. Ross, Manager.

An Index

On page 7 of this Issue we publish an Index that will give ready access to any item in any of the 1921 Numbers of the Kodak Trade Circular.

Each Issue of the Trade Circular contains notices that are of the utmost importance to Kodak dealers, for these notices have to do with price changes, new goods and matters of policy.

The careful reading of each number received and filing of all copies, so that they will be handy for ready reference, may mean dollars and cents to you.

We supply free of charge on request, binders which hold twelve copies and extras. If you have the 1921 volume intact, but no binder for it, let us know your requirements. And order one now for the 1922 Numbers.

Advance in Price

Effective November 28, 1921

(Condensed Price List, page 89)

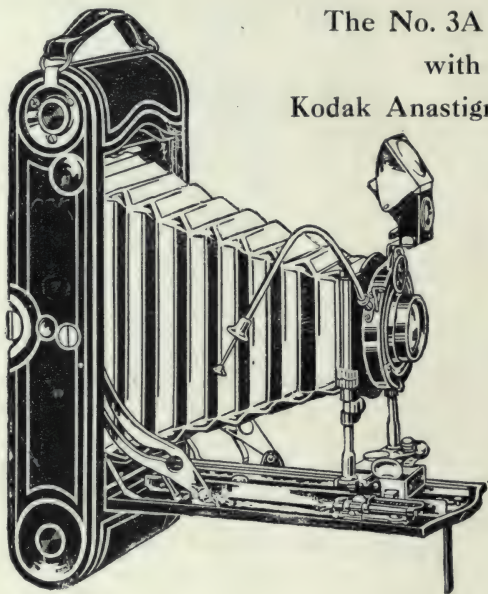
Clips for Film Pack Developing Hangers

Per Dozen..... \$1.00

Dealers' Discount 25%

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The No. 3A Kodak
with
Kodak Anastigmat Lens

\$32.00

A quality Camera—3A Autographic Kodak with Kodak Anastigmat Lens *f*.7.7 and Kodak Ball Bearing Shutter with speeds up to 1-100 second. It is autographic, and far and above most hand cameras in its capabilities—but so simple the novice can operate it easily.

A beautiful and highly efficient instrument—and the price is only \$32.00.

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A Vest Pocket Autographic Kodak, \$9.00*

RICHARD ROE & CO.
1101 Tripod Avenue

EXTRA!

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVIII., No. 8A

TORONTO, CANADA

December, 1921

New Prices

Effective after December 31, 1921

NOTE:—There is no change in the price of any item in the Condensed Price List that is not included in the following list.

BROWNIE CAMERAS

	List
No. 2C Folding Autographic Brownie—	
With Meniscus Achromatic Lens	\$13.00
With R. R. Lens	15.00
No. 3A Folding Autographic Brownie—	
With Meniscus Achromatic Lens	14.50
With R. R. Lens	17.00

COMMERCIAL CAMERAS AND OUTFITS

	List
F. & S. Finger Print Camera, complete with lens, shutter, two batteries, ten lamps and one double Plate Holder	45.00
Carrying Case for Finger Print Camera	12.25

ENLARGING AND REDUCING CAMERAS

	List
Eastman X Ray Reducing Camera, includes Century Lantern Slide Camera, with Kodak Anastigmat f.7.7 lens, Illuminator fitted with 100 watt, 110 volts, Tungsten lamp and kits for 14 x 17, 11 x 14, 10 x 12, 8 x 10, 6½ x 8½ and 5 x 7 plates	\$145.00
Graflex Enlarging Camera, 8 x 10 including one Bromide Paper Holder.	36.00
Graflex Enlarging Camera, 8 x 10, including one Bromide Paper Holder with B. & L. Kodak Anastigmat lens, f. 6.3. No. 3	55.00
Graflex Illuminator, complete less lamp	7.50

GRAFLEX CAMERAS

1A Graflex, without lens, 2½ x 4¼	\$ 96.50
With B. & L. Kodak Anastigmat f.6.3 lens, No. 2	107.00
With Kodak Anastigmat f. 4.5 lens, No. 31	121.00
With B. & L. Tessar Series Ic, f. 4.5 lens, No. 14	126.50
3A Graflex, without lens, 3¼ x 5½	115.00
With B. & L. Kodak Anastigmat f.6.3 lens, No. 4	129.00
With Kodak Anastigmat f. 4.5 lens, No. 33	153.00
With B. & L. Tessar Series Ic, f. 4.5 lens, No. 15a	158.50
Auto Graflex without lens, including one double Plate Holder—3¼ x 4¼	73.50
4 x 5	83.00
5 x 7	119.50
Auto Graflex with B. & L. Kodak Anastigmat f.6.3 lens—3¼ x 4¼ No.	
2 lens	87.00
4 x 5 No. 3 lens	95.50
5 x 7 No. 5 lens	145.00

Auto Graflex, with Kodak Anastigmat f. 4.5 lens—		
3¼ x 4¼	No. 31 lens	101.00
4 x 5	No. 32 lens	115.00
5 x 7	No. 34 lens	170.00
Auto Graflex with B. & L. Tessar Series Ic, f. 4.5 lens—		
3¼ x 4¼	No. 14 lens	106.50
4 x 5	No. 15 lens	120.00
5 x 7	No. 16 lens	176.50
Auto Graflex Junior, 2¼ x 3¼, without including one double Plate Holder ..		
With B. & L. Kodak Anastigmat f. 6.3 lens No. 1		73.00
With Kodak Anastigmat f. 4.5 lens No. 30		85.00
With B. & L. Tessar Series Ic, f. 4.5 lens, No. 13		89.00
Revolving Back Graflex Junior, 2¼ x 3¼ without lens; including one double Plate Holder		
With B. & L. Kodak Anastigmat f. 6.3 lens, No. 3		78.00
With Kodak Anastigmat f. 4.5 lens, No. 32		91.50
With B. & L. Tessar Series Ic, f. 4.5 lens, No. 15		111.00
Compact Graflex, without lens; including one double Plate Holder—		
3¼ x 5½		106.00
5 x 7		147.00
Compact Graflex, with B. & L. Kodak Anastigmat f. 6.3 lens—		
3¼ x 5½	No. 4 lens	121.00
5 x 7	No. 5 lens	169.00
Compact Graflex, with Kodak Anastigmat f. 4.5 lens—		
3¼ x 5½	No. 33 lens	145.00
5 x 7	No. 34 lens	194.00
Compact Graflex, with B. & L. Tessar Series Ic, f. 4.5 lens—		
3¼ x 5½	No. 15a lens	150.50
5 x 7	No. 16 lens	200.50
Revolving Back Telescopic Graflex, without lens; including one double plate Holder—		
3¼ x 4¼		110.50
4 x 5		124.00
Revolving Back Telescopic Graflex, with B. & L. Kodak Anastigmat f. 6.3 lens—		
3¼ x 4¼	No. 3 lens	119.50
4 x 5	No. 5 lens	149.00
Revolving Back Telescopic Graflex, with Kodak Anastigmat f. 4.5 lens—		
3¼ x 4¼	No. 32 lens	139.00
4 x 5	No. 33 lens	161.00
Revolving Back Telescopic Graflex with B. & L. Tessar Series Ic, f. 4.5 lens—		
3¼ x 4¼	No. 15 lens	144.00
4 x 5	No. 16 lens	180.50
Revolving Back Auto Graflex without lens, including one double Plate Holder—		
3¼ x 4¼		124.00
4 x 5		142.50
Revolving Back Auto Graflex with B. & L. Kodak Anastigmat f. 6.3 lens—		
3¼ x 4¼	No. 5 lens	149.00
4 x 5	No. 6 lens	179.50
Revolving Back Auto Graflex with Kodak Anastigmat f. 4.5 lens—		
3¼ x 4¼	No. 33 lens	161.00
4 x 5	No. 34 lens	190.00
Revolving Back Auto Graflex, with B. & L. Tessar Series Ic, f. 4.5 lens—		
3¼ x 4¼	No. 15a lens	166.50
4 x 5	No. 17 lens	241.00
Revolving Back Auto Graflex, with B. & L. Protar Series VIIa, f. 6.3 lens—		
3¼ x 4¼	No. 10 lens	195.50
4 x 5	No. 13 lens	237.00
Press Graflex 5 x 7, without lens; including one double Plate Holder		
With B. & L. Kodak Anastigmat f. 6.3 lens No. 5		198.00
With Kodak Anastigmat f. 4.5 lens No. 34		213.00
With B. & L. Tessar Series Ic, f. 4.5 lens, No. 16		238.00
		244.50
Home Portrait Graflex, 5 x 7, without lens; including one double Plate Holder		
With B. & L. Tessar Series Ic, f. 4.5 lens No. 17		211.50
With B. & L. Tessar Series Ic, f. 4.5 lens No. 18		301.00
		344.00
Stereo Auto Graflex, 5 x 7, without lenses; including one double Plate Holder		
With matched pair B. & L. Kodak Anastigmat lenses, f. 6.3 No. 3		230.00
		252.00
Naturalists' Graflex 4 x 5, without lens; including one double Plate Holder ..		
With B. & L. Telegmatic lens		220.00
		298.50

GRAPHIC CAMERAS

	List
No. O Graphic Camera, 1½ x 2½	\$ 55.00
Revolving Back Cycle Graphic including double Plate Holder and Leather Carrying Case. With Graphic Rectilinear lens and Automatic Shutter—	
5 x 7	111.00
6½ x 8½	127.00
Revolving Back Cycle Graphic, including double Plate Holder and Leather Carrying Case. With B. & L. Kodak Anastigmat <i>f</i> .6.3 lens and Volute Shutter—	
5 x 7 No. 5 lens	171.00
6½ x 8½ No. 6 lens	193.50
Revolving Back Cycle Graphic including double Plate Holder and Leather Carrying Case. With B. & L. Protar Series VIIa lens and Volute shutter—	
5 x 7 No. 10 lens	214.00
6½ x 8½ No. 13 lens	251.00
Speed Graphic, without lens, including one double Plate Holder—	
3¼ x 4¼	73.50
4 x 5	83.00
3¼ x 5½	83.00
5 x 7	101.00
Speed Graphic, with B. & L. Kodak Anastigmat <i>f</i> . 6.3 lens—	
3¼ x 4¼ No. 2 lens	87.00
4 x 5 No. 3 lens	95.50
3¼ x 5½ No. 4 lens	101.00
5 x 7 No. 5 lens	129.00
Speed Graphic, with Kodak Anastigmat <i>f</i> . 4.5 lens—	
3¼ x 4¼ No. 31 lens	101.00
4 x 5 No. 32 lens	115.00
3¼ x 5½ No. 33 lens	125.00
5 x 7 No. 34 lens	154.00
Speed Graphic, with B. & L. Tessar Series 1c, <i>f</i> . 4.5 lens—	
3¼ x 4¼ No. 14 lens	116.50
4 x 5 No. 15 lens	132.00
3¼ x 5½ No. 15a lens	143.00
5 x 7 No. 16 lens	176.00
Stereoscopic Graphic, 5 x 7, including double Plate Holder. Without lenses ...	142.50
With matched pair of B. & L. Kodak Anastigmat <i>f</i> .6.3 lenses No. 3	176.00
With matched pair of B. & L. Protar Series V lenses No. 2	179.50

KODAKS

	List
Vest Pocket Autographic Kodak —	
Regular with Meniscus Achromatic lens	\$ 7.50
Regular with R. R. lens	9.00
Special, Focusing Model, with Kodak Anastigmat <i>f</i> . 6.9 lens	18.00
Special, Fixed Focus Model, with Kodak Anastigmat <i>f</i> .7.7 lens	13.25
Special, Fixed Focus Model, with Kodak Anastigmat <i>f</i> . 6.9 lens	17.00
Special, Fixed Focus Model, with B. & L. Kodak Anastigmat <i>f</i> . 6.9 lens ..	30.00
No. 1 Autographic Kodak Jr.—	
Fixed Focus Model, with Meniscus Achromatic lens	12.00
Focusing Model, with Meniscus Achromatic lens	12.00
Focusing Model, with R. R. lens.	14.00
Focusing Model, with Kodak Anastigmat <i>f</i> . 7.7 lens	19.00
No. 1A Autographic Kodak Jr.—	
Fixed Focus Model, with Meniscus Achromatic lens	13.00
Focusing Model with Meniscus Achromatic lens	13.00
Focusing Model with R. R. lens	15.00
Focusing Model with Kodak Anastigmat <i>f</i> . 7.7 lens	20.00
No. 2C Autographic Kodak Jr.—	
With Meniscus Achromatic lens	16.00
With R. R. lens	18.00
With Kodak Anastigmat <i>f</i> . 7.7 lens	23.00
No. 3A Autographic Kodak Jr.—	
With Meniscus Achromatic lens	17.50
With R. R. lens	20.00
With Kodak Anastigmat <i>f</i> . 7.7 lens	25.00
No. 1A Autographic Kodak—	
With R. R. lens	19.00
With Kodak Anastigmat <i>f</i> . 7.7 lens	24.00

No. 3 Autographic Kodak—	
With R. R. lens	19.00
With Kodak Anastigmat <i>f.</i> 7.7 lens	24.00
No. 3A Autographic Kodak	
With R. R. lens	22.50
With Kodak Anastigmat <i>f.</i> 7.7 lens	27.50
No. 1 Autographic Kodak Special (Model B—	
With Kodak Anastigmat <i>f.</i> 6.3 lens—With Kodamatic Shutter	50.00
With Ilex Shutter	40.00
With B. & L. Kodak Anastigmat lens <i>f.</i> 6.3—	
With Kodamatic Shutter	62.00
With Ilex Shutter	52.00
With B. & L. Tessar Series IIb. <i>f.</i> 6.3 lens—	
With Kodamatic Shutter	74.00
With Ilex Shutter	64.00
With B. & L. Tessar Series Ic, <i>f.</i> 4.5 lens—	
With Kodamatic Shutter	71.00
With Ilex Shutter	61.00
No. 1A Autographic Kodak Special—	
With Kodak Anastigmat <i>f.</i> 6.3 lens—	
With Kodamatic Shutter	60.00
With Ilex or Optimo Shutter	50.00
With B. & L. Kodak Anastigmat <i>f.</i> 6.3 lens—	
With Kodamatic Shutter	73.00
With Ilex or Optimo Shutter	63.00
With B. & L. Tessar Series IIb <i>f.</i> 6.3 lens—	
With Kodamatic Shutter	81.00
With Ilex or Optimo Shutter	71.00
No. 3 Autographic Kodak Special—	
With Kodak Anastigmat <i>f.</i> 6.3 lens—	
With Kodamatic Shutter	55.00
With Ilex or Optimo Shutter	45.00
With B. & L. Kodak Anastigmat <i>f.</i> 6.3 lens—	
With Kodamatic Shutter	70.00
With Ilex or Optimo Shutter	60.00
With B. & L. Tessar Series IIb, <i>f.</i> 6.3 lens—	
With Kodamatic Shutter	80.00
With Ilex or Optimo Shutter	70.00
No. 3A Autographic Kodak Special—	
With Kodak Anastigmat <i>f.</i> 6.3 lens—	
With Kodamatic Shutter	70.00
With Ilex or Optimo Shutter	60.00
With B. & L. Kodak Anastigmat <i>f.</i> 6.3 lens—	
With Kodamatic Shutter	90.00
With Ilex or Optimo Shutter	80.00
With B. & L. Tessar Series IIb, <i>f.</i> 6.3 lens—	
With Kodamatic Shutter	100.00
With Ilex or Optimo Shutter	90.00
Stereo Kodak Model No. 1. with Kodak Anastigmat <i>f.</i> 7.7 lens.....	50.00

PREMO CAMERAS

Premoette Jr. No. 1, 2¼ x 3¼, Meniscus Achromatic lens	List \$ 8.00
Premoette Jr. No. 1, 2¼ x 3¼, R. R. lens	10.00
Premoette Jr. No. 1, 2¼ x 3¼, Kodak Anastigmat lens <i>f.</i> 7.7	15.00
Premoette Sr. with R. R. lens—	
No. 1A for 2½ x 4¼ Premo Film Pack negatives	13.00
No. 3, for 3¼ x 4¼ negatives	13.00
No. 3A, for 3¼ x 5½ negatives	17.00
Premoette Sr. with Kodak Anastigmat <i>f.</i> 7.7 lens—	
No. 1A for 2½ x 4¼ Premo Film Pack negatives	18.00
No. 3 for 3¼ x 4¼ negatives	18.00
No. 3A for 3¼ x 5½ negatives	22.00
Pocket Premo, 2¼ x 3¼. Meniscus Achromatic lens	11.00
Folding Cartridge Premo No. 2C, 2¾ x 4¾. Meniscus Achromatic lens	12.00
Folding Cartridge Premo No. 2C, 2¾ x 4¾, with R. R. lens	14.00

Folding Cartridge Premo No. 3A, $3\frac{1}{4} \times 5\frac{1}{2}$, Meniscus Achromatic lens	13.50
Folding Cartridge Premo No. 3A, $3\frac{1}{4} \times 5\frac{1}{2}$, with R. R. lens	16.00
Premo No. 8, 4×5 , with Planatograph lens	20.00
Premo No. 8, $3\frac{1}{4} \times 5\frac{1}{2}$, with Planatograph lens	20.00
Premo No. 8, 5×7 , with Planatograph lens	30.00
Premo No. 8 with Kodak Anastigmat $f.7.7$ lens $3\frac{1}{4} \times 5\frac{1}{2}$	25.00
Premo No. 9, $3\frac{1}{4} \times 5\frac{1}{2}$, with Planatograph lens	40.00
Premo No. 9, 4×5 , with Planatograph lens	40.00
Premo No. 9, 5×7 , with Planatograph lens	50.00
Premo No. 9, with Kodak Anastigmat $f.7.7$ lens, $3\frac{1}{4} \times 5\frac{1}{2}$	45.00
Premo No. 9, 4×5 with Kodak Anastigmat $f.7.7$ lens	45.00
Premo No. 9, with Kodak Anastigmat lens $f.6.3$ and Optimo Shutter, $3\frac{1}{4} \times 5\frac{1}{2}$	65.00
Premo No. 9, 4×5 with Kodak Anastigmat lens $f.6.3$ and Optimo Shutter	65.00
Premo No. 9, with B. & L. Kodak Anastigmat lens $f.6.3$ and Optimo Shutter, $3\frac{1}{4} \times 5\frac{1}{2}$	80.00
4 x 5, " " " " " "	75.00
5 x 7, " " " " " "	105.00
Premo No. 10, 5×7 , with Planatograph lens	85.00
Premo No. 10, 5×7 , with B. & L. Kodak Anastigmat lens $f.6.3$ and Optimo Shutter	145.00
Premo No. 10, 5×7 , with B. & L. Protar Series VIIa, No. 8 lens and Optimo Shutter	190.00
Premo No. 12, $2\frac{1}{4} \times 3\frac{1}{4}$, with R. R. lens	20.00
Premo No. 12, $2\frac{1}{4} \times 3\frac{1}{4}$, with Kodak Anastigmat lens $f.7.7$	25.00
Premo No. 12, $2\frac{1}{4} \times 3\frac{1}{4}$, with Optimo Shutter and B. & L. Kodak Anastigmat lens $f.6.3$	53.00
Premo No. 12, $2\frac{1}{4} \times 3\frac{1}{4}$, with Kodak Anastigmat lens $f.6.3$	43.00
Premo No. 12, $2\frac{1}{4} \times 3\frac{1}{4}$, with B. & L. Tessar Series IIb $f.6.3$ lens	68.00
Premo No. 12, $2\frac{1}{4} \times 3\frac{1}{4}$, with B. & L. Tessar Series Ic, $f.4.5$ lens	65.00

VIEW CAMERAS

Empire State View Improved Camera, 11×14	List \$ 77.00
Eastman View Camera No. 1, 5×7	36.00
Eastman View Camera 1, $6\frac{1}{2} \times 8\frac{1}{2}$	39.00
Eastman View Camera No. 1, 8×10	42.00
Eastman View Camera No. 2, 5×7	50.00
Eastman View Camera No. 2, $6\frac{1}{2} \times 8\frac{1}{2}$	52.00
Eastman View Camera No. 2, 8×10	55.00
Eastman View Camera No. 2, 7×11	60.00

ADAPTERS AND BACKS

Graflex Film Pack Adapters—Model A	List	✓ No. 2 Eastman Film Sheaths—	
2 $\frac{1}{4} \times 3\frac{1}{4}$	\$5.25	4 $\frac{1}{4} \times 6\frac{1}{2}$.30
3 $\frac{1}{4} \times 4\frac{1}{4}$	5.50	5 x 7	.30
4 x 5	6.25	6 $\frac{1}{2} \times 8\frac{1}{2}$.35
3 $\frac{1}{4} \times 5\frac{1}{2}$	6.25	8 x 10	.40
5 x 7	8.75		
✓ Premo Film Pack Adapters—			
2 $\frac{1}{4} \times 3\frac{1}{4}$	1.25	Banquet Portrait Film Holders—	List
3 $\frac{1}{4} \times 4\frac{1}{4}$	1.50	7 x 17	10.50
3 x 5 $\frac{1}{4}$	1.75	12 x 20	15.60
3 $\frac{1}{4} \times 5\frac{1}{2}$	1.75	✓ Graflex Portrait Film Holder—	
4 x 5	1.75	4 x 5	3.00
5 x 7	2.50	5 x 7	4.50
		✓ Sterling Portrait Holders—	
		8 x 10	4.40
		11 x 14	9.00

FILM SHEATHS

✓ No. 1 Eastman Film Sheaths—	List	✓ Graflex Roll Holders—	
4 $\frac{1}{4} \times 6\frac{1}{2}$.30	No.	
4 $\frac{1}{4} \times 6\frac{1}{2}$.30	50 $3\frac{1}{4} \times 2\frac{1}{4}$	11.25
5 x 7	.30	51 $4\frac{1}{4} \times 3\frac{1}{4}$	11.75
6 $\frac{1}{2} \times 8\frac{1}{2}$.50	52 $5\frac{1}{2} \times 3\frac{1}{4}$	13.00
8 x 10	.60	53 5×4	13.00
		54 7×5	16.00
		✓ Premo Roll Holder—	
		For No. 12 Premo	13.00

✓ Graflex Plate Holders—

2¼ x 3¼	2.25
3¼ x 4¼	3.00
3¼ x 5½	3.00
4 x 5	3.00
5 x 7	4.00

✓ Graflex Color Plate Holders—

2¼ x 3¼	5.00
3¼ x 4 (Lantern Slide)	5.00
3¼ x 4¼	5.50
4 x 5	6.00
3¼ x 5½	6.00
5 x 7	7.25

✓ Graflex Magazine Plate Holder—

2¼ x 3¼	13.75
3¼ x 4¼	16.00
4 x 5	17.50
3¼ x 5½	17.50
5 x 7	19.50

KITS

✓ R. O. Holder Kits—

4 x 5	.30
5 x 7	.45
6½ x 8½	.50
7 x 11	.65
8 x 10	.65
11 x 14	.85
14 x 17	1.25

BAUSCH & LOMB KODAK
ANASTIGMAT LENS

Series f.6.3.

	List
No. 0 1½ x 2½	\$22.50
No. 1 2½ x 4¼	25.00
No. 2 3¼ x 4¼	27.50
No. 3 4 x 5	28.00
No. 4 3¼ x 5½	35.50
No. 5 5 x 7	48.00
No. 6 6½ x 8½	65.00

✓ LENS BOARDS

For	Graflex Cameras—	List
1A	Graflex Camera	\$.75
3A	Graflex Camera	.85
3¼ x 4¼	Auto Graflex Camera	.85
4 x 5	Auto Graflex Camera	.85
5 x 7	Auto Graflex Camera	1.00
3¼ x 5½	Compact Graflex Camera	.85
5 x 7	Compact Graflex Camera	1.00
3¼ x 4¼	R. B. Telescopic Graflex	.85
4 x 5	R. B. Telescopic Graflex	1.00
3¼ x 4¼	R. B. Auto Graflex	.85
4 x 5	R. B. Auto Graflex	1.00
5 x 7	Press Graflex	1.00
5 x 7	Home Portrait Graflex	1.20
5 x 7	Stereo Auto Graflex	3.00

✓ For Graphic Cameras—

3¼ x 4¼	Speed Graphic Camera..	\$.70
4 x 5	Speed Graphic Camera..	.85
3¼ x 5½	Speed Graphic Camera..	.85
5 x 7	Speed Graphic Camera..	1.00
5 x 7	Stereoscopic Graphic Camera	1.10

MISCELLANEOUS

✓ Supplementary Wide Angle Beds for Cycle

Graphic Cameras—	
4 x 5	\$11.25
5 x 7	13.50
6½ x 8½	15.25
8 x 10	17.00

✓ Graphic Sight Finders—

3¼ x 4¼	4.00
3¼ x 5½	4.00
4 x 5	4.00
5 x 7	4.00

✓ Fine Ground Glass—

4 x 5	.15
5 x 7	.20
5 x 8	.20
6½ x 8½	.25
8 x 10	.30

✓ Eastman Dental Film Safe, Each .. 3.50

/ CARRYING CASES

Leather Hand Carrying Case with shoulder strap for No. 1 Kodak Jr. \$ 3.50

Leather Hand Carrying with shoulder strap for No. 1A Kodak Jr. No. 1A Kodak 3.50

Leather Hand Carrying Case with shoulder strap for No. 2C Kodak Jr. .. 4.00

Leather Hand Carrying Case with shoulder strap for No. 3A Kodak Jr. 4.25

Leather Hand Carrying Case with shoulder strap for No. 3 Kodak 3.75

Leather Hand Carrying Case with shoulder strap for No. 3A Kodak 4.50

Leather Hand Carrying Case with shoulder strap for Stereo Kodak Model No. 1 6.00

Long Grain Leather, Velvet-lined case, with strap, for No. 1 Kodak Special .. 4.00

Grain Leather Case, Velvet-lined, with strap, for No. 1A Kodak 4.75

Special 4.75

Grain Leather Case, Velvet-lined, with strap, for No. 3 Kodak Special.... 4.75

Grain Leather Case, Velvet-lined, with strap, for No. 3A Kodak Special... 5.50

Sole Leather Case and shoulder strap for Premoette Jr. No. 1, 2¼ x 3¼ 2.15

Sole Leather Carrying Case with strap for Premoette Sr. No. 1A 2½ x 4¼ .. 3.15

Sole Leather Carrying Case with strap for Premoette Sr. No. 3A, 3¼ x 5½ .. 4.25

Sole Leather Case, Velvet-lined, for Premo No. 10 14.50

Leather Carrying Case for No. 1A Graflex 7.50

For 3A Graflex 10.00

For 3¼ x 4¼ Auto Graflex 9.25

For 3¼ x 4¼ Auto Graflex and Magazine Holder 9.75

For 4 x 5 Auto Graflex 10.25

For 4 x 5 Auto Graflex and Magazine Holder	12.25
For 5 x 7 Auto Graflex	17.00
For 5 x 7 Auto Graflex and Magazine Holder	17.75
For Auto Graflex Jr.	7.25
For Auto Graflex Jr. and Magazine Holder	8.50
For R. B. Graflex Jr.	8.75
For R. B. Graflex Jr. and Magazine Holder	9.75
For 3¼ x 5½ Compact Graflex	9.75
For 3¼ x 5½ Compact Graflex and Magazine Holder	11.25
For 5 x 7 Compact Graflex	15.50
For 5 x 7 Compact Graflex and Magazine Holder	17.50
For 3¼ x 4¼ R. B. Tele. Graflex	10.00
For 3¼ x 4¼ R. B. Tele. Graflex and Magazine Holder	11.00
For 4 x 5 R. B. Graflex	12.75
For 4 x 5 R. B. Tele. Graflex and Magazine Holder	14.50
For 3¼ x 4¼ Revolving Back Auto Graflex	12.00
For 3¼ x 4¼ Revolving Back Auto Graflex and Magazine Holder	12.75
For 4 x 5 Revolving Back Auto Graflex	14.25
For 4 x 5 Revolving Back Auto Graflex and Magazine Holder	16.25
For Press Graflex	21.00
For Press Graflex and Magazine Holder	22.00
For Home Portrait Graflex	21.75
For Home Portrait Graflex and Magazine Holder	24.00
For Finger Print Camera	12.75
Sole Leather Carrying Case for No. 0 Graphic	5.00✓
For 3¼ x 4¼ Speed Graphic	10.00
For 4 x 5 Speed Graphic	10.50
For 3¼ x 5½ Speed Graphic	10.50
For 5 x 7 Speed Graphic	13.50
For Stereo Graphic	13.50
Sole Leather Case for No. 1 Crown Tripod	5.50
For No. 2	6.00
For No. 3	7.00
For No. 4	8.00

MISCELLANEOUS

✓ Eastman Portable Background Carriers, each 4.00

TRIPODS, ETC.

✓ Eastman X-Ray Film Viewing Clips—
Per dozen 2.25

Crown Tripods—

✓ No. 1	\$ 9.00
No. 2	9.50
No. 3	11.00
No. 4	12.50

✓ Eastman Tripod Brace, Complete.. 1.35

Crown Tilting Tripod Top—

✓ No. 1	2.75
No. 2	3.25
No. 4	4.00
Professional	8.50

BOXES

✓ Brownie Developing Box No. 2 .. \$1.75
Eastman Developing and Fixing Boxes
Hard Rubber—

✓ No. 2	4.00
✓ No. 3	6.00

BLOTTERS, ETC.

✓ Roll 24 inches x 10 feet60
Sheets, 20 x 24, per doz.90

CLIPS

✓ Eastman Film Developing Clips—
✓ 3½ inch, per pair40
✓ 5 inch, per pair50
Eastman Dental Film Clip (Model
No. 2)—
Price, per dozen 1.35

GRADUATES, ETC.

Graduates—Moulded—

4 ounces15
8 ounces25
16 ounces30

HANGERS, ETC.

Wire Hangers For Developing Tanks—

7½ inch for 8 x 8 Cypress tank each40✓
9½ inch for 10 x 20 Stone tank each40✓
11½ inch for 12 x 20 Cypress tank each40✓
Dental Film Developing Hangers, each	1.25

✓LAMPS, ETC.

Kodak Candle Lamp, each45
Brownie Safelight Lamp with Series 1 Safelight	1.60
Kodak Safelight Lamp, with 5 x 7 Series 1 Safelight	3.75
Wratten Safelight Lamp No. 1	12.50
Wratten Safelight Lamp No. 2	9.75

MISCELLANEOUS

✓ Silk Bolting Cloth—
Net Per Yard Sheets 18 x 20 in.
No. 1 \$8.50 \$2.65
No. 2 7.50 2.50
No. 3 7.00 2.35
✓ Eastman Etching Knife 1.75

✓ Flashed Opal Glass—		8 x 10	.35
7 x 7	.75	10 x 12	.50
8 x 10	.85	11 x 14	.65
10 x 10	.95	✓ Lantern Slide Binders—	
10 x 12	.95	Per pkg., 50 strips	.20
11 x 14	1.50	✓ Eastman Post Office Paper—	
14 x 14	1.90	19 x 24, per dozen sheets	.20
14 x 17	2.20	19 x 24, per ream	5.50
✓ Ruby and Orange Glass—		Squeegees—	
3½ x 4%	.15	✓ Velvet Rubber, 8 inch (Special)	.95
4 x 5	.15	✓ Eastman Thermometers, each	.75
5 x 7	.20	✓ Thermometer Stirring Rod (Glass)	1.00
5 x 8	.20	each	
6½ x 8½	.30		
7 x 9	.30		

✓ MOUNTING PRESSES

Kodak Dry Mounting Press: 5 x 7, gas heated	\$ 22.50
11 x 14, gas heated	57.00
11 x 14, electric heated, including Electric Tacking Iron, voltage 110 to 125, also 220	100.00
Eastman Electric Tacking Iron, each	14.00

PRINT DRYERS

✓ Majestic Print Dryers—	
No. 1	\$35.00

PRINTING FRAMES

✓ Solid Back swivel, 8 x 8	8.50
✓ Solid Back swivel, 10 x 10	9.50

✓ TANKS

Eastman Plate Tank, 4 x 5, including Solution Cup, Plate Cage, Loading Fixture, and Adjustable Kit	4.00
Eastman Plate Tank, 5 x 7 including Solution Cup, Plate Cage, Loading Fixture, without kit	6.50
Eastman Plate Tank, 8 x 10, including Solution Cup, Plate Cage, Loading Fixture, with kit	12.00
Kodak Film Tanks—	
"Brownie."	3.50
Vest Pocket	3.00
2½ inch	4.50
3½ inch	5.50

5 inch	6.50
7 inch	8.00
Duplicating Outfit for above—	
For Brownie Tank	1.50
For Vest Pocket	1.50
For 2½ inch	2.25
For 3½ inch	2.75
For 5 inch	3.25
For 7 inch	4.00
Brownie Commercial Duplicating Outfit with Tank Cover	2.25
Commercial Film Tank Developing Outfit	36.00
Premo Film Pack Tanks—	
No. 2	3.50
No. 3	4.00

✓ TRAYS

Maple Leaf Enamel Trays—	
4 x 6	\$ 1.10
5 x 7	1.35
8 x 10	2.00
11 x 14	3.80
14 x 17	6.00
16 x 20	8.00
20 x 24	16.50

LET'S DO BUSINESS

Prices are down—down all the way.

On the basis of decreased costs, such reductions as those announced here, could never be justified. Manufacturing costs are coming down very, very slowly.

Nevertheless sharp reductions now will clear the air. Here they are.

We have determined to make the reductions so pronounced that the effect on sales shall be decisive. We believe that the volume of business

which results from this announcement—backed by energetic advertising and selling effort, of which we shall do our share—will more than offset the reduction.

More sales at your counters will make your net profits greater than they could be with a wider cash margin and fewer sales.

Your percentage of profit remains the same. Your opportunities for profits are immeasurably increased. *Let's do business.*

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVIII., No. 9

TORONTO, CANADA

January, 1922

RETROSPECT AND PROSPECT

The trend is upward.

From Babson to the prophet on the cracker barrel, optimism prevails—not the kind of optimism that is looking for an inflation boom—no more booms, thank you—but the saner optimism that is content with normal business.

And '21 wasn't such a bad year either—in the photographic business. Mr. and Mrs. Public fussed about in their purses a bit before buying new cameras but the shutters kept clicking on the old ones to the ultimate consumption of great quantities of film and paper and the like.

But that's yesterday!

To-day and to-morrow? *It's more than anything else a question of having and showing the goods.* Your stocks are all shot. Our rush of last-minute small orders just before Christmas proved that. Intuition, or somebody, told you that a price reduction was coming and in most cases you rather overdid the "buy light on a falling market" rule.

Thud!

The prices are down. There isn't any falling market. Cameras are lower, much lower than you expected, hoped, to see them.

Now then for your shelves. You can't do a worth while business from catalogues. The public expects you, as Kodak dealers, to have the goods.

There's no falling off in interest in pictures. There never can be. Pictures have become a human instinct. Kodaks and Brownies and films are as staple as groceries. It must be reckoned with that there is a craving for other things besides food. And your display can whet the photographic appetite.

And there's a big desire for better cameras, better lenses. The new list on *Special* Kodaks, on Graflex cameras, on all cameras with Anastigmat equipments means that a host of people are now going to be able to gratify their desires. And that's business for you.

But you must have the goods.

ERRORS IN EXTRA TRADE CIRCULAR

The following printers' errors in the extra Trade Circular No. 8A should be corrected.

Page 7:—

Carrying Case for Finger Print Camera, listed at \$12.75, should be struck out. This article is included under the heading "Commercial Cameras and Outfits" on page 1, at \$12.25, the correct list price.

Page 7:—

Miscellaneous—Prices for Silk Bolting Cloth are listed as "Net" in error. The prices quoted are list prices, subject to the usual trade discount of 25%.

NEW FEATURES IN DENTAL X-RAY FILMS

The Kodak Company's effort to achieve perfection is again indicated in the new base and new packet of Eastman Dental X-Ray Films.

The film is now coated on a light-diffusing base. In viewing the developed negatives before any light, the same detail is shown as has been evident heretofore only when held before opal glass or similar diffusing medium.

The new packet is thin, comfortable, water-proof, easily packed, readily opened and well protected from scattered radiation.

Eastman Dental X-Ray Films:
Regular and Extra Fast—Translucent Base

List
Price

No. 1 Pkg., containing 2
Doz. pairs 1¼ x 1⅝, . . . \$1.40
Dealers' Discount 25 and 10%

Note—When ordering please specify "Translucent Base" as otherwise the non Translucent Base will be supplied.

A NEW EDITION OF THE KODAK WINTER BOOKLET

To meet the demand for catalogues containing the new prices on Kodaks and Brownies, we are having a new edition of the Kodak Winter Booklet prepared.

Although the text except for the prices, will be the same as in the booklet published on December 1st, for the holiday trade, it will have a new cover and will be the only up-to-date catalogue available until the regular catalogue for 1922 is published sometime in May.

Every dealer will want some of these booklets with the new prices, so we will make a general and not a request distribution. The supply will be limited, of course, but sufficient we hope until the regular catalogue comes along later.

Shipments will be made to points farthest from Toronto first, commencing on or about February 1st.

DISCONTINUED

Graphic R. R. Lens and Automatic Shutter—This equipment for the 8 x 10 Revolving Back Cycle Graphic Camera has been discontinued, but we will continue to supply the camera equipped with B. & L. Protar Lens Series VIIa and Volute Shutter.

Solio Paper, Double Weight—Only the double weight Solio is discontinued. Single weight Solio and Solio Post Cards will continue as before.

Solio Hardener Powder—The package of powder for 16 ozs. of Solution, listed on page 45 of the Dealers' Condensed Price List, has been dropped. Your customers who have used this preparation will no doubt find the Liquid Hardener equally acceptable.

PRICE CHANGES

In addition to the price changes noted in the Extra Trade Circular, No. 8A, the following have been made since the last regular Trade Circular was published. Please make the necessary corrections in your Condensed Price List.

Effective December 14, 1921

HYDROCHINON

(Dealers' Condensed Price List page 43)

1 oz. Can.....	\$.23
¼ lb. Can.....	.78
½ lb. Can.....	1.45
1 lb. Can.....	2.80
5 lb. Can.....	13.75

Dealers' Discount 33⅓%

In 25 lb. lots assorted, 40%

Effective December 28, 1921

CROWN FLASH LAMP

(Dealers' Condensed Price List page 91)

Price, each..... \$ 2.40

Dealers' Discount 25%

Effective January 6, 1922

EASTMAN X-RAY DEVELOPING POWDERS

(Dealers' Condensed Price List page 46)

No. 1, per pkg. of 6.....	\$.50
No. 2, per pkg. of 6.....	.80
No. 3, single powder for 1	
Gal. of solution.....	1.10

Dealers' Discount 33⅓%

NEW GOODS

Kodak Anastigmat f.6.3 Lens and
Kodamatic Shutter

2¼ x 3¼.....	\$35.25
2½ x 4¼, 3¼ x 4¼.....	37.50
3¼ x 5½, 4 x 5.....	40.00

Dealers' Discount 33⅓%

Effective January 12, 1922

LEATHER CARRYING CASES FOR SIX GRAFLEX PLATE HOLDERS

(Dealers' Condensed Price List page 40)

2¼ x 3¼.....	\$ 4.75
3¼ x 4¼.....	5.50
3¼ x 5½.....	6.25
4 x 5.....	6.25
5 x 7.....	7.25

Dealers' Discount 25%

Effective January 12, 1922

GRAFLEX CUT FILM HOLDER

(Dealers' Condensed Price List page 35)

3¼ x 4¼.....	\$ 3.00
3¼ x 5½.....	3.00
4 x 5.....	3.00
5 x 7.....	4.50

Dealers' Discount 30%

Effective January 12, 1922

EASTMAN MASKING BLANKS

(Dealers' Condensed Price List page 95)

4 x 5 per doz. sheets....	\$.60
5 x 7 " " ".....	1.00
6½ x 8½ " " ".....	1.50
8 x 10 " " ".....	2.00
11 x 14 " " ".....	4.00

Dealers' Discount 33⅓%

*"Keep a Kodak Story of
the Children."*

*Advertise the home ap-
peal of the Kodak by distri-
buting copies of the new
booklet "At Home with the
Kodak." It's an effective
medium for developing Kodak
prospects by mail.*

Roger W. Babson

SAYS:

Push Standard Goods

“In the effort to reduce prices retailers are constantly tempted to take on unbranded and unknown lines. We urgently caution retail clients against this mistake. Our advice is to push well established trade-marked nationally advertised goods. When prices are established on such goods the public has confidence in the fact. On unknown, untried and generally uncertain goods the claim of price readjustment means practically nothing.”

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVIII., No. 10

TORONTO, CANADA

February, 1922

KODAK AUTO-FOCUS ENLARGER

The new Kodak Auto-Focus Enlarger makes enlarging at home a diverting in-door sport and a quick, simple, easy means of producing large pictures from small negatives.

The price—\$35.00 brings it within range of a host of amateurs.

As shown in the adjoining illustration, the Kodak Auto-Focus Enlarger consists of a camera mounted on a metal standard upon which it slides vertically. This standard clamps to any table top upon which the unattached paper holder rests.

The camera includes lamphouse, negative holder, auto-focusing device and lens. The apparatus stands 36 inches high above the table when fully extended, and camera and standard combined weigh but 12 pounds. Its lens is the clean-cutting Kodak Anastigmat, which insures the sharpest enlargements that any negative will yield.

The Kodak Auto-Focus Enlarger is intended for use with bromide papers. With Eastman Bromide paper, using an average negative, an exposure of 50 seconds will be required in enlarging to two diameters, i. e., making a $6\frac{1}{2} \times 11$ enlargement from a $3\frac{1}{4} \times 5\frac{1}{2}$ negative.

Soft-focus prints may be obtained by the use of a diffusion disk sold separately.

The apparatus takes plate or film negatives 4×6 inches, or smaller, from which it makes prints from $1\frac{1}{2}$ to $3\frac{1}{2}$ times the diameter of the negative used, that is, from $2\frac{1}{4}$ to $12\frac{1}{4}$ times its area. The largest print from the largest negative (4×6) is 14×21 inches, and the largest print from a Vest Pocket negative is $5\frac{5}{8} \times 8\frac{3}{4}$ inches.

The full significance of the sales possibilities can be grasped in an instant by comparing this process with ordinary methods of enlarging.



Kodak Auto-Focus Enlarger, with paper in position ready to print

With ordinary enlarging cameras, it is necessary to move the camera back and forth to secure the size print desired. Then it is necessary to rack the lens to make the print sharp at that size. With the Kodak Auto-Focus Enlarger, when the right size image is obtained by sliding the camera up or down, it is automatically in exact focus—hair sharp all the time.

A safelight cap over the lens, for use when locating the image on the paper, is readily moved aside, and the exposure made.

We are telling the public about it through advertisements in the amateur photographic magazines and an article in Kodakery. They will be looking for it. The dealer who has it will ring up some profit-

able sales—sales which will stimulate the sale of papers, chemicals, mounts and the whole photographic line.

KODAK AUTO-FOCUS ENLARGER, complete, with Kodak Anastigmat Lens, negative holder, set of flexible metal masks in six sizes, paper holder, and electric light cord and plug but without the 60 Watt Mazda Lamp required.

List Price..... \$ 35.00

Dealers' Discount 25%

DIFFUSION DISK FOR KODAK AUTO-FOCUS ENLARGER:

List Price..... \$ 1.00

Dealers' Discount 25%

KODAK AUTO-FOCUS ENLARGER MASKS:

Set of six masks..... \$.75

Dealers' Discount 25%

MAGAZINE ADVERTISEMENTS FOR THREE MONTHS



Winter days invite your KODAK

Autographic Kodaks at your Dealer's

Canadian Kodak Co., Limited, Toronto, Canada

You want to arrange your Kodak window displays and other Kodak advertising so that the public thinks of you when they think of Kodak. If you use subjects similar to those we are using in the current magazines, the tie-up is complete. Every bit of sales energy which the Ads contain is then utilized to your advantage.

Study the advertisements on these pages, see how you can localize them. Have your windows express the same thoughts at the same time. To enable you to make your plans in advance, we print on the opposite page a

table showing exactly when and where these advertisements will appear during the late winter and early spring months.

The list, you will notice is a long one. It includes six well-known Canadian magazines and eight of the leading Canadian farm publications. Then, in the month of April, to this list is added three Sunday papers printing Rotogravure supplements. Full page Kodak Ads in Rotogravure will appear in these papers once a month for six months, beginning with the Issues of April 9th. It's a big list. With your help it will do a big job in 1922.



Let your KODAK catch the picture

Autographic Kodaks \$6.50 up

Canadian Kodak Co., Limited, Toronto, Canada

No.2

No.3



Keep the story with a KODAK

Today it's a picture of Grandmother reading to the children. Tomorrow it may be Bobbie playing traffic policeman or Aunt Edna at the wheel of her new car or Brother Bill back from college for the week-end.—There's always another story waiting for your Kodak.

Free at your dealer's or from us—"At Home with the Kodak," a well illustrated little book that will help in picture-making at your house.

Autographic Kodaks \$6.50 up

Canadian Kodak Co., Limited, Toronto

ADVERTISING SCHEDULE

To ascertain what advertisement appears in each magazine, refer to illustrations with corresponding numbers..

	Feb.	Mar.	Apr.
Everywoman's World	1	2	3
MacLean's Magazine	1	2	3
Canadian Home Journal	1	2	3
Western Home Monthly	1	2	3
Saturday Night	1	2	3
La Canadienne	1	2	3
Family Herald & W'kly Star	1	2	3
Canadian Countryman	1	2	3
Farmer's Advocate	1	2	3
Farm and Dairy	1	2	3
Farm & Ranch Review	1	2	3
Grain Growers' Guide	1	2	3
Nor'West Farmer	1	2	3
Farmer's W'kly La Presse	1		3
Toronto Star Weekly			3
Montreal Standard			3
Halifax Leader			3

KODAMATIC SHUTTERS NOW SOLD SEPARATELY

You can now buy Kodamatic shutters alone or Kodamatic shutters equipped with Kodak Anastigmat f.6.3 lenses, or other lenses.

This means that your customers who own Autographic Kodak Specials equipped with other shutters can bring their cameras completely up to date.

This shutter delights the critical expert because of its consistent accuracy at all speeds, in all weathers and in any position.

Equally important, it enables the veriest novice to bring the high speed lens under sure control. The sliding scale, an exposed plate on the face of the shutter, shows exactly which speed to use for each stop opening whatever the light—dull, grey, clear or brilliant. Nothing could be easier to understand or simpler to manipulate.

Now you can get Kodamatics at the prices listed below. The entire camera should be sent to us for fitting. We will return the old shutter.

Kodamatic Shutters:

No. 1 Kodamatic Shutter as supplied with the No. 1, 1A and 3 Autographic Kodak Specials	1st Price \$18.00
-----------------------------------------------------------------------------------------	----------------------

No. 2 Kodamatic Shutter as supplied with the No. 3A Autographic Kodak Special,	19.00
--------------------------------------------------------------------------------------	-------

Extra charge for fitting to Kodak Anastigmat or Bausch & Lomb lenses as regularly listed with cameras referred to above.....	3.00
------------------------------------------------------------------------------------------------------------------------------	------

Dealers' Discount 33⅓%

Kodak Anastigmat f.6.3 Lenses Fitted to Kodamatic Shutter:

	1st Price
2¼ x 3¼.....	\$ 35.25
2½ x 4¼ (3¼ x 4¼).....	37.50
3¼ x 5½ (4 x 5).....	40.00

Dealers' Discount 33⅓%

Other lenses fitted to Kodamatic shutter, prices on application.

AFTER INVENTORY

You probably have a number of Kodaks in your stock which were taken in exchange for new cameras. Some of these may be in need of adjustment and repair to place them in salable condition. Now is the time to send these to Toronto. The Repair Department is not as busy as it will be later in the year and you will have the Kodaks ready for sale when the photographic early birds are looking for bargains in the Spring.

When you send us a package by parcel post, attach your letter of instructions to the package. The letter, of course, must carry a 3c. stamp and the package the postage necessary for the parcel. And mark both the letter and the parcel for the Repair Department.

EASTMAN DUPLI-TIZED X-RAY FILM

Since January 28th, all orders for Dupli-tized X-Ray Film have been filled from Toronto. This practice will continue until further notice.

Following are the prices, f.o.b. Toronto:-

Size	Price	Size	Price
5 x 7....	\$1.45	10x12....	\$5.20
6½x8½..	2.30	11x14....	6.60
8 x 10....	3.30	14x17....	10.05

Dealers' Discount 25% & 10%

NEW MOUNT FOR DENTAL X-RAY FILM

The new Eastman Dental Film Mount is designed especially for effectively mounting the new Eastman Translucent Dental Films for filing and for viewing. It offers a most effective and satisfactory method of holding any type of our dental X-Ray films.

It is furnished in single mounts only for holding one film.

Eastman Dental Film Mount,

In packages of 100,..... \$4.00

Dealers' Discount 33⅓%

EASTMAN COMMERCIAL PANCHROMATIC FILM

The introduction of Eastman Commercial Panchromatic film makes it possible for a commercial photographer to do the whole of his work on film and to equip himself specially to take advantage of the ease of handling and rapidity of operation characteristic of film materials.

In commercial photography the use of film in place of plates has become general owing to the great advantages inherent in the film, among which may be mentioned its quality of non-halation and its lightness and freedom from breakage, factors especially valuable to a commercial photographer, who often has to do his work at a considerable distance from the studio. But while the only panchromatic materials available were coated on glass, it was not possible for a commercial photographer who desired the best results to restrict himself to the use of film. For many purposes, it was essential that he should use for his negative making materials which were sensitive not only to blue and green colors but also to red, which is so important in much commercial work.

The new panchromatic film is similar in its photographic properties to the panchromatic plates which have been available for so many years. It is sensitive to all the colors that the eye can see, and like the plates must be developed only in absolute darkness or by the light of a Series 3 green safelight, since it will be instantly fogged by the red light generally used in dark rooms. The films are adapted to be used with the Wratten color filters, and there is enclosed in each box of the films a card giving the

increases of exposure necessary for the various filters and the time of development to be employed, so that their use both in exposure and in development is as convenient as that of the plates for which this information has been supplied in the past. The sizes and prices follow:-

Size	Price per dozen	Size	Price per dozen
3 1/4 x 4 1/4	\$.90	18x22	\$30.15
3 1/4 x 5 1/2	1.20	20x24	36.50
4 x 5	1.20	20x26	39.50
4 1/4 x 6 1/2	1.75	22x24	40.15
4 3/4 x 6 1/2	1.80	20x28	42.55
5 x 7	1.95	22x27	45.15
5 x 8	2.30	22x28	46.80
6 1/2 x 8 1/2	2.95	20x30	45.55
7 x 10	3.65	22x30	50.10
7 x 11	4.25	24x30	54.65
8 x 10	4.25	25x30	57.00
10 x 12	7.45	24x36	65.65
7 x 17	7.45	24x40	72.90
11 x 14	10.70	28x36	76.55
8 x 20	11.05	30x34	77.45
12 x 20	16.75	26x40	78.95
14 x 17	18.15	30x40	91.10
16 x 20	24.30	30x60	136.65
17 x 20	25.85		

Prices net. In lots of \$25 00 net list value—discount 7 1/2 %.

EASTMAN FILM DEVELOPING HANGER NO. 4

For Eastman Professional Films
4 3/4 x 6 1/2 \$.90

Price net

CHANGE IN DISCOUNT

The quantity discount of 40% which applied on orders for one dozen or more Eastman Studio Scales was withdrawn on February 3, 1922.

NEW GOODS

DIFFUSION DISKS

Set of two diffusion disks for use with Eastman Projection Anastigmat lens, f.4.5, 10 inch focus, as supplied with Eastman Projection Printer 8 x 10, \$23.00
Price net.

Set of three diffusion disks for use with Eastman Projection Anastigmat lens f.8, 7½ inch focus, as supplied with Eastman Projection Printer 5 x 7, 21.00

Set of two diffusion disks for use with Kodak Projection Printer, 11.50
Dealers' Discount 25%

PROJECTION ANASTIGMAT LENS

Eastman Projection Anastigmat lens, f.4.5, 10 inch focus, as furnished with the Eastman Projection Printer 8 x 10, \$107.50
Price net.

Eastman Projection Anastigmat lens, f.8, 7½ in. focus, as furnished with Eastman Projection Printer 5 x 7, 54.50

Kodak Projection Anastigmat lens, f.6.3, 5½ inch focus, as furnished with the Kodak Projection Printer, 37.50
Dealers' Discount 25%

X-RAY DEVELOPING POWDER

No. 4, sufficient for 5 Gals. of ready-to-use solution, each, \$4.75
Dealers' Discount 33⅓ %

NEW AERO CAMERA PRICES

The following prices on Aero Cameras and Aero Camera accessories became effective on February 3, 1922, superseding all prices published prior to that date:

HAND HELD AERO CAMERA

Model A-I 4 x 5, fitted with 10 in. f.4.5 Hawk Eye Aerial lens, including one Graflex magazine holder, ..\$265.00
Dealers' Discount 15%

MAGAZINE PLATE HOLDER

Model A-I, for 4 x 5 plates or cut film, capacity 12, .. \$17.50
Dealers' Discount 30%

AUTOMATIC AERO FILM CAMERA

Model K-I. 18 x 24 cm., fitted with 20 inch f.4.5 Hawk Eye Aerial lens, not including Wind Motor, ..\$981.00
Do., fitted with No. 18 B. & L. Tessar Series Ic., f.4.5 lens, not including Wind Motor, 764.00
Dealers' Discount 15%

WIND MOTOR

For Model K-I Automatic Aero Film Camera, including Venturi Tube, flexible cable and suction tube, .. \$175.00
Dealers' Discount 15%

ANTI VIBRATION GIMBAL SUSPENSION MOUNT

For Model K-I Automatic Aero Film Camera, \$160.00
Price net

MODEL K-2 AUTOMATIC AERO FILM CAMERA

18 x 24 cm., fitted with 20 in. f.4.5 B. & L. Tessar lens, including Venturi Tube and Direct Finder, \$1289.00
Do., fitted with No. 18 B. & L. lens, Series Ic., f.4.5, 1072.00
Dealers' Discount 15%

SUSPENSION MOUNT

For Model K-2 Automatic
Aero Film Camera.....\$150.00

Dealers' Discount 25%

**AERO FILM DEVELOPING
MACHINES**

For K-1 and K-2 Aero Film
Cartridges.....\$950.00

Dealers' Discount 15%

"A" GLASS FILTERS

Mounted in screw-on cells for
K-1 or K-2 Automatic Aero Cam-
eras.

For 12 in. lens..... \$66.00

For 20 in. lens..... 90.00

Dealers' Discount 15%

OTHER PRICE CHANGES

Since the publication of the January Trade Circular, the following price changes have been made. Please correct your Condensed Price List accordingly.

Effective January 17, 1922

PHOTOGRAPHIC PLATES

(Dealers' Condensed Price List,
pages 83, 84)

Royal Plates (Special Extra Rapid,
Polychrome and Process,) Seed
Plates (R), Stanley Plates,

Size	Price per doz.	Size	Price per doz.
8 x 20	\$13.65	18 x 22	\$34.25
16 x 20	24.75	20 x 24	42.75

Dealers' Discount unchanged

Wratten and Wainwright Panchro-
matic, Process Panchromatic and
"M" Plates,

Size	Price per doz.	Size	Price per doz.
12 x 20	\$38.15	18 x 22	\$59.85
16 x 20	43.05	20 x 24	74.55

Dealers' Discount unchanged

Effective January 18, 1922

HYDROCHINON

(Dealers' Condensed Price List,
page 43)

1 oz. Can.....	\$.25
¼ lb. Can.....	.87
½ lb. Can.....	1.58
1 lb. Can.....	3.00
5 lb. Tin.....	14.75

Dealers' Discount 33⅓%

In 25 lb. lots assorted, 40%

Effective February 9, 1922

VEST POCKET AUTOG. KODAK

(Dealers' Condensed Price List,
page 14)

Regular, with meniscus achromatic
lens..... \$6.50

Regular, with R.R. lens.... 8.00

Special, fixed focus model, with
Kodak Anastigmat f.7.7 lens, \$12.00

Dealers' Discount 32%

150 SALES A MONTH ON ONE ITEM

One Kodak dealer in a moderate sized city sells 150 copies of Kodakery each month over the counter—at 5 cents a copy. He was so sure they would sell that he bought 100 copies the first month.

Thousands of copies are being sold in this way now. But many dealers are overlooking this sure bet.

Each copy costs you 2½ cents and you make 2½ cents profit per copy.

Please order in lots of ten or more.



Take a KODAK with you

A complete stock of Kodaks and Brownies awaits your inspection here. We have them for the pictures you want to make and at the price you have in mind.

Autographic Kodaks \$6.50 up

Brownies \$2.00 up

Richard Roe & Co.

1101 Tripod Avenue

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVIII., No. 11

TORONTO, CANADA

March, 1922

AS OTHERS SEE US

Canada's economic situation as compared with other countries of the world at the present time, is briefly summed up by *Barron's National Financial Weekly* in an editorial which again becomes the subject of an article in the *Wall Street Journal* at a little later date. To see ourselves as others see us, particularly through the columns of such influential U.S. publications, at this time of general reconstruction, is both interesting and encouraging. The editorial says:—

Canada has her troubles. They are the lesser problems of resumed growth, not of reconstruction. She has no war currency to deflate. Her budget practically balances. In foreign trade her cash position is stronger than a year ago. Her production increases. No other country in the world can point to the combination of all these factors at the beginning of 1922.

If the course of exchange be true augury of 1922 eventualities, the Canadian outlook is 100% better than a year ago. The new year opened with Montreal dollars at a 5% discount. The old year began business with Montreal dollars worth 85 cents apiece in New York.

In the particulars which receive first consideration when methods of actual reconstruction are authoritatively discussed, currency, budget and foreign trade, the

Dominion satisfies the requirements of international credit.

But for railway investments, public revenue for two-thirds of the current fiscal year would exceed expenditure by a surplus almost again as large as the deficit of \$26,000,000 disclosed. Revenue is larger than in 1920.

Originating a generation ago, the Canadian Railway problem outranks all others in fundamental importance. But it has always been and remains a detail of growth, huge as it bulks today.

Actual gain in cash position of Canadian foreign trade is stronger by \$150,000,000 than 12 months ago. Both exports and bank clearings have declined less than our own.

Land values have happily escaped most of the inflation which carried wheat on the ground from 70 and 80 cents a bushel to \$2 and \$3. Pessimism, faithfully portrayed by commercial reviews, in their New Year's greetings, has, as was human, run riot in western mercantile centres. The fundamentals, calling for more industry in compilation, have been neglected.

Grain production is of record size. At the lowest prices since 1915 the farmer receives more real value of all kinds out of those prices than wheat boards could ever bring to him. Land values at least have not to undergo the sharper wrenches of deflation.

Immigration sets in. Building revives and building costs decline. Production increases. Where is the outlook better or as good?—Exchange.

SEND THEM IN NOW

Every Kodak and Brownie Camera in your community should be active—a consumer of film and as such a profit maker for you and for us.

But not all of them are. Why?

In many cases because of the need for repair or some trifling little adjustment.

It is the nature of the large majority to move along the lines of least resistance. It is easier to let the Kodak that is in need of repairs remain on the shelf or in the bureau drawer than it is to take it to John Doe's store and have him send it to Toronto.

But it is not good for Mr. Doe's cash register.

A little time and trouble taken to induce your customers to have their cameras overhauled will pay big dividends in film sales.

And now is the time to look to repairs. You are not too busy at your Kodak counter to invite your customers to bring in their cameras for inspection. We are not too busy in our repair department to look after any that are in need of repairs and to render prompt service.

In a few more weeks it will be different. Pressure of work will then make it impossible for us to return the cameras to you with the same dispatch.

Send them in now.

A letter to your customers, telling telling them that camera inspection is a part of your regular, free Kodak Service, will pave the way to increased film sales a little later on. Our advertising department will gladly furnish copy for such a letter if you wish it.

SPECIAL LAMPS FOR EASTMAN PROJECTION PRINTERS

The Lamps we are now supplying with the Eastman Projection Printers, Nos. 1 and 2, are especially made for us and duplicates can be obtained only through us. In future two lamps will be regularly supplied with each printer, at no extra charge. In order that the customer may have one always in reserve, a duplicate should be ordered as soon as a lamp burns out. In ordering lamp for the No. 1 Printer, please specify whether you desire the pear-shaped lamp now being supplied with this apparatus or the round lamp as supplied heretofore.

STOLEN CAMERAS

On the night of February 14th, a robbery occurred in the store of Walter Galloway, 135 Hastings St. E., Vancouver, B.C.

On taking inventory afterwards the following cameras were missing:—

Serial No.	Description of Camera
67196	No. 3A Autog. Kodak, R. R. Lens.
58068	No. 3A Autog. Kodak Junior, R.R. Lens.
68629	No. 3A Autog. Kodak, f.7.7 lens.
50537	No. 3A Autog. Kodak Junior, R. R. Lens.
146953	No. 2C Autog. Kodak Junior, R. R. Lens.
146954	No. 2C Autog. Kodak Junior, R.R. Lens.
301718	No. 1 Autog. Kodak Junior, Single Lens.
301791	No. 1A Autog. Kodak Junior, R.R. Lens.
365573	No. 1A Autog. Kodak Junior, R.R. Lens.
99649	No. 2C Folding Autog. Brownie.
240699	No. 2A Folding Autog. Brownie.
265680	No. 2A Folding Autog. Brownie, Single Lens.
87055	No. 3A Folding Autog. Brownie, R. R. Lens.
1229505	Vest Pocket Kodak, R.R. Lens.
856425	Vest Pocket Kodak, Single Lens.

PRICE CHANGES

The 1922 Dealers' Condensed Price List, corrected to March 1st, 1922, has gone to press. Copies will be mailed to all dealers early in April. When your Price List comes, please see that those of the following changes which have become effective since March 1st are made.

Effective February 22, 1922

No. 75 AERO PANCHROMATIC FILM

For Model K-1 Eastman Topographic Camera

Rolls 9½ in. x 25 ft. (for 37 exposures) each,	\$16.40
Rolls 9½ in. x 50 ft. (for 70 exposures) each,	30.65
Rolls 9½ in. x 75 ft. (for 100 exposures) each,	45.00

Dealers' Discount 20%

Effective March 14, 1922

BAUSCH AND LOMB LENSES

(1922 Condensed Price List, pages, 35,36)

Bausch & Lomb Tessar Series IIB, f.6.3.

No.	Lens in barrel	No.	Lens in barrel
2A	\$26.00	5K	\$45.00
3	33.00	5A	51.00
4	35.00	6	62.00
5	36.00	7	84.00

Bausch & Lomb Tessar Series Ic., f.4.5.

No.	Lens & Barrel with Iris Diaph.	No.	Lens & Barrel with Iris Diaph.
12	\$30.00	17	\$110.00
13	35.00	18	150.00
14	40.00	18A	200.00
15	45.00	19	250.00
15A	55.00	20	350.00
16	68.00		

Bausch & Lomb Extreme Wide Angle Series V, f.18

No.	Lens & Barrel with Iris Diaph.	No.	Lens & Barrel with Iris Diaph.
1	\$24.00	3	\$30.00
2	24.00	4	36.00

Bausch & Lomb Convertible Protar Lenses, Series VIIa.

No.	Lens & Barrel with Iris Diaph.	No.	Lens & Barrel with Iris Diaph.
1	\$51.00	13	\$106.00
2	54.00	14	128.00
3	59.00	15	150.00
4	57.00	16	149.00
5	62.00	17	171.00
6	70.00	18	201.00
7	67.00	19	189.00
8	75.00	20	219.00
9	87.00	22	246.00
10	82.00	25	344.00
11	94.00	28	450.00
12	116.00	30	597.00

Dealers' Discount 33⅓%

X-RAY DEVELOPING POWDERS

(1922 Condensed Price List, page 69)

No. 2 package of 6 powders,	\$0.60
No. 3 package for 1 Gal. ready-to-use solution,	.85
No. 4 package for 5 Gals. ready-to-use solution,	3.50

Dealers' Discount 33⅓%

Note:- No. 1 Package of 6 powders has been discontinued.

NEW GOODS

NEW SIZES OF FILM HANGERS

In addition to the sizes of Eastman Film Developing Hanger No. 4 for Eastman Professional Films, announced in the December 1922 Trade Circular, we will also supply:-

4½ x 6½, each,	\$ 0.90
Price net	

Two new sizes of the No. 2 Hanger are also available. These are:-

10 x 12, each,	\$ 1.15
11 x 14, each,	1.50

Prices net.

KODAK B.B. SHUTTER AND KODAK ANASTIGMAT f.7.7 LENS

This lens and shutter equipment as regularly listed for the Kodak Juniors and Autographic Kodaks will now be sold separately as follows:-

List Price,	\$14.25
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Dealers' Discount 33⅓%

NEW KODAK ANASTIGMAT f.4.5 LENSES

No.	Size of plate covered with stop f.4.5. in.	Equivalent Focus Inches	Lens in barrel with Iris Diaphragm
35	6½ x 8½,	10 inch	\$108.00
36	8 x 10,	12 inch	150.00

Dealers' Discount 33⅓%



Keep the story with a KODAK

There is always a story waiting for your Kodak, and at our store a complete stock of Kodaks and Eastman accessories awaits your inspection. See them here.

Autographic Kodaks now \$6.50 up

Brownies \$2.00 up

RICHARD ROE & CO.

1101 Tripod Avenue

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XVIII, No. 12

TORONTO, CANADA

April, 1922

MAY AND JUNE ADVERTISING

In the advertising world there has been a tendency to define the value of magazine circulation in terms of so many millions.

We say that Everywoman's World has 105,000, the Family Herald and Weekly Star has 150,000, MacLean's 100,000, Canadian Home Journal and Western Home Monthly about 45,000 each, and so on. Our total circulation for May and June advertising is upwards of two and a half millions.

To count a million would be a day's work for a strong man and a bad day's work in every way. We may know that the presses of one magazine turn out a Kodak advertisement every second and that they must be run all day every day for a week to turn out enough Kodak advertisements for a single issue. This is interesting but meaningless information.

"Circulation" has little meaning when applied to so many copies of such and such magazines. But it means something when you think

of it as so many Tony De Veccios and so many John D. Vanderbilts and their wives and daughters and sons and relatives and friends and business acquaintances—having as many interests as there are persons concerned, but all having one interest in common—taking pictures the Kodak way.

We are printing in the Trade Circular from month to month a schedule of magazine insertion dates with miniature reproductions of the advertisements. On the back page is the principal subject arranged for newspaper use.

This advertising is a current of high voltage and you get the full benefit of its power when you turn the switch which controls your window displays and your other local advertising. That "switch" is *similarity of copy and simultaneous appearance*.

For greatest results, use copy in your own local advertising similar to that which we are using nationally—and use it at the same time.

THE SCHEDULE FOR MAY AND JUNE

	May No.	June No.
Everywoman's World	4	7
MacLean's Magazine	4	6
Canadian Home Journal	4	6
Western Home Monthly	4	6
Saturday Night	4	7
La Canadienne	4	6
La Revue Moderne	4	6
Family Herald & Weekly Star	4	6
Canadian Countryman	x	5
Farmer's Advocate	x	5
Farm and Dairy	x	5
Farm & Ranch Review	x	5
Grain Growers' Guide	x	5
Nor' West Farmer	x	5
Farmer's Weekly La Presse	4	6
Le Samedi	4	6
Toronto Star Weekly,		
Rotogravure	4	6
Montreal Standard, Rotogravure	4	6
Halifax Leader, Rotogravure	4	6



Take a Kodak with you

It's all so easy the Kodak way, and the pictures, precious at the time, will be priceless to you later. You can spend your vacation and have it, too—in pictures.

Autographic Kodaks \$6.50 up

Canadian Kodak Co., Limited Toronto, Canada

No. 6



All out-doors invites your
KODAK

Autographic Kodaks \$6.50 up

Canadian Kodak Co., Limited, Toronto, Canada

Note:—The May Advertisement for Farm publications is not reproduced, as a suitable engraving for publication could not be procured in time.

This Ad features a Kodak picture of a typical farm scene and the text points the personal human touch in Kodak pictures that are made in and around the farm home—pictures of broad meadows, of fine cattle, of the children, their camping parties and picnics. "They're your Pictures" is the story that this advertisement drives home.



GRAFLEX

The basic Graflex features are as valuable when making indoor portraits or slow snap-shots as when catching swift action scenes. The reflecting mirror shows a big, brilliant image of the subject, right side up. You focus when the focus is sharp. You see what the view includes. High speed lens and efficient shutter facilitate proper exposure—especially if the lens is the Kodak Anastigmat / 4.5.

Graflex coming by mail or at your dealer's.

Canadian Kodak Co., Limited, Toronto, Canada



No. 7



FROM A KODAK NEGATIVE

Take a KODAK with you

Dad showing Billie and Bess a trick of the trade makes a picture you want of the fishing excursion.

There will be plenty of such trips this summer—even if you only get away a day at a time—and chances for pictures are endless. The farm itself is full of them.

It's all easy the Kodak way.

Autographic Kodaks \$6.50 up

At your dealer's

Canadian Kodak Co. Limited, Toronto, Canada

No. 5

ANOTHER ROTOGRAVURE POSTER

The full page Kodak Ads that appear monthly from April to August in the Rotogravure Section of the Toronto Star Weekly, Montreal Standard and Halifax Leader, make excellent window posters. They are large—18 x 22 inches. Mounted on a card or placed in a frame or just stuck on the display window with adhesive tape, they furnish the link to connect your store with our advertising.

Whether these papers are circulated in your locality or not, the posters will help you to connect your store with Kodaks in the minds of your public, for the same advertisement usually appears at the same time in national maga-

zines and farm papers, some of which find their way into every city, town, village, hamlet or rural route in the whole Dominion.

We are sending one of these posters to you in the mail each month and will continue to do so until August. They are mailed to arrive on or about the day that the advertisement appears in the newspapers, magazines and farm papers. The next will come about the end of the second week in May. It will be the same advertisement as No. 4, reproduced in miniature on the opposite page.

See that it has a prominent place in your display window for a week preceding the holiday, May 24th.

A NEW ALBUM AND REDUCED PRICES ON THE KINGSWAY ALBUM

Now is the time to push Albums. The Kodak Album has replaced the diary as an aid to recollection. Your customers who keep a systematic picture record will take the deepest and most consistent interest in photography.

We are announcing a new addition to the already attractive line of Kodak Albums. "The Oriental" is the name of this newcomer, which merits a "Top of the counter" position in your store, and a prominent place in the display window.

It is a handsome Album, conservative in design and though moder-



ate in price, has Kodak quality and Kodak dignity.

The Oriental Album is of the loose-leaf open-back style. The

Cover is made of fine quality genuine leather and finished in a new etched, brocade pattern of floral design. The word "Photographs" die sunk in gold appears on the upper left corner of the cover. Fifty black leaves are held in place by means of a silk cord which passes through the cover and metal tubes.

Furnished with black or olive brown covers, in the following sizes:—

The Oriental Album

Style	Size	Price
A	5 x 8	\$2.90
B	7 x 11	4.00
Extra leaves, per package of 12		
A	5 x 8	.18
B	7 x 11	.25

Dealers' Discount 40%

Note:—Special quantity discounts which apply on Balmoral, Damascus, Glendale, Kingsway, Kodak, Strand, Toledo and Westminster Albums in lots of \$50.00 and \$100.00 list value, will apply also to the Oriental Album.

The Kingsway Album

New reduced prices on the Kingsway Album became effective on April 12th. Please note the corrections on page 88 of your new Condensed Price List.

Style	Size	Price
A	5½ x 7	\$2.75
B	7 x 10	3.75

Dealers' Discount unchanged.

ON THE BACK COVER

Every month on the back cover of the Trade Circular will be found a seasonable advertisement especially prepared by the Kodak advertising department for your use in your newspaper. This advertising is supplied in two forms, either cut of illustration alone or complete

electrotype of both illustration and text.

This month's ad contains a line drawing of the photograph that is being used extensively in our May national advertising, and offers a direct tie-up between Kodak publicity and your store.

A NEW ENLARGEMENT MOUNT; NEW PRICES ON SOME OTHER MOUNTS

There is big business to be done in enlargement mounts, properly displayed. The new De Luxe is worth featuring in your best window. Alone, they are attractive with their deckled edges, their pressed margins and tinted print "Frames." With suitable enlargements mounted on them, they will attract even more attention and create a demand for *both mounts and enlargements*.

The De Luxe Enlargement Mounts are made of a fine quality of bristol stock with centres plate sunk and tinted to give the effect of double mounting.

They are furnished in two colors—White and India Buff, with sizes and prices as quoted below.

The new reduced prices on Remington, Woodmere and Vista Mounts became effective on March 27th. These new prices should be inserted on pages 91 and 92 of the 1922 Condensed Price List.



The De Luxe Enlargement Mount

No.	For Prints	Size Outside	Per Dozen	Per 100
C	5 x 7	9 $\frac{1}{8}$ x 11 $\frac{1}{8}$	\$1.25	\$ 9.00
D	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	10 $\frac{3}{4}$ x 12 $\frac{3}{4}$	1.50	11.00
F	8 x 10	12 x 14	1.85	13.50

The Remington Mount

No.	For Prints	Size Outside	Per Dozen	Per 50
391	5 x 7	8 x 10	\$.90	\$3.50
392	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	10 x 12	1.25	5.00
393	8 x 10	12 x 14	1.50	6.00
394	6 x 10	10 x 14	1.50	6.00

The Woodmere Mount

No.	For Prints	Size Outside	Per Dozen	Per 50
401	5 x 7	8 x 10	\$.90	\$3.50
402	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	10 x 12	1.25	5.00
403	8 x 10	12 x 14	1.50	6.00

The Vista Mount

No.	For Prints	Size Outside	Per Dozen	Per 50
381	5 x 7	8 x 10	\$.70	\$2.75
382	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	10 x 12	.85	3.25
383	8 x 10	12 x 14	.95	3.75

A NEW KODAK ADVERTISING POST CARD

Kodak advertising Post Cards have been used by Kodak dealers very successfully. The idea is sufficiently novel to attract many times the attention given to a circular, and the advertising is personal without being impertinent.

The cards are Velox Post Cards. On the back, as illustrated below, are printed a photograph and a note, apparently handwritten, addressed to Jane and signed by Mary. On the address side in similar script, Mary advises her friend to buy of the Kodak dealer who mails the cards. Here is what she says: "A store that always carries a complete line of Kodaks, Brownies, film and sundries, is a great help

in picture making. That's why I go to—."

At the bottom in "Mary's" handwriting the dealer's name and address is so cleverly inserted that it appears to be individually written as an integral part of the note.

Half of the face side is reserved for the name and address of the customer or prospect to whom you mail the card.

The price of these cards printed as described is \$10.00 per thousand, *net*. Fractional lots above 1,000, such as 1,250, 2,300, etc, will be figured at the thousand price. Lots of less than a thousand will be figured at the thousand price, plus \$1.00. The smallest order accepted is for 400 cards (\$5.00 *net*).



Dear Jane, The children aren't any more interested in the aeroplane than I am in the album of story telling pictures I am getting with my new Kodak.

And it's all so easy the Kodak way that I am going to picture my vacation instead of writing about it. Look out for Velox prints in every mail. Lovingly - Mary.

LE DOMAINE DU KODAK

Distribute these books by mail or over the counter to the French speaking Kodakers in your locality. Your name, printed on the back, will bring customers for more film, paper and accessories. Act on this

suggestion now. Drop a postcard to the Advertising department requesting your share of these books. They're nearly ready. Free in reasonable quantities.

THE NEW CONDENSED PRICE LIST

Owing to conditions that existed in the printing trade locally in the summer of 1921, we were unable to publish as usual a Dealers' Condensed Price List for the year.

You have had no such list since 1920. In the interval price changes have been numerous and if all the corrections have been made in your old Price List, it must look something like the school boy's text book at the end of the term, and like the same text book, will be just about ready for the scrap heap. You will be able to relegate it where it rightly belongs in a few days.

The 1922 Edition of the Dealers' Price List, corrected to March 1st, 1922, is off the press and will be distributed by mail about the time that this Trade Circular is in your hands.

The new List is an improvement in many respects on all its predecessors. We have torn the whole book to pieces and put it together on a systematic basis, placing related items together in such a way that you can easily find them. The new classification may seem a little strange at first, but once familiar with the plan, it will be a simple matter to locate any item without a reference to the index.

And yet the index is more complete than ever. It contains many more references and additional cross indexings than the 1920 edition.

Another change that you will appreciate is the addition of bond paper interleaving, which furnishes blank pages for corrections in ink.

It is a difficult matter to publish a Price List of so many items without mistakes. It seems that a few will occur in the preparation of the copy or in printing in spite of all precautions. Please excuse the following and make the necessary corrections in your copy of the Price List:—

Page 38, under the heading "Lens Boards for Graphic Cameras," the prices should be as follows:—

3¼ x 4¼, for Speed Graphic Camera,	\$0.70
4 x 5, for Speed Graphic Camera,	.85
3¼ x 5½, for Speed Graphic Camera,	.85
5 x 7, for Speed Graphic Camera,	1.00
5 x 7, for Stereoscopic Graphic Camera	1.10

Page 58, under the heading "Kodak Dry Mounting Tissue," the size listed 3½ x 2½ should be 3½ x 3½, and the size 4½ x 6½ should be 4¼ x 6½.

Page 70, Code Letter for the Dealers' Discount on Ground Glass Substitute should be "K" and not "X" and on Acid Hardener, the Discount Code should read "KX" and not "K".

Page 81, P.M.C. Bromide, size 11 x 11 should be 11 x 14.

Page 92, Kodak Snapshot Frames were omitted from the Price List in error. These should be listed in the following sizes on page 92.

For Prints	Each
2¼ x 3¼	\$0.11
2½ x 4¼12
2¾ x 4¾13
3¼ x 4¼14
3¼ x 5½15
3½ x 5½ (Post Card)16
For Enlargements	
5 x 721
6½ x 8½28
8 x 1035

Prices Net

Further corrections on account of price changes since March 1st, should be made from the announcements appearing elsewhere in this Issue and in the March Trade Circular.



Keep the story

with a KODAK

Autographic Kodaks \$6⁵⁰ up

RICHARD ROE & CO. 1201 Tripod Avenue

TWO NEW KODAK ANASTIGMATS f.4.5.

Kodak Anastigmats f.4.5 in service have demonstrated that they are in every sense the product of exact science. The public will therefore welcome the announcement of two new numbers, 35 and 36, with a greater covering power and longer focal lengths than any hitherto supplied, making these lenses available for use on $6\frac{1}{2} \times 8\frac{1}{2}$ and 8×10 cameras.

These lenses will be fitted to certain Graflex Cameras as listed below, but they will also be sold separately.

The details and prices are as follows;

Kodak Anastigmat f.4.5 Lenses:

No.	Size of Plate covered with Stop f.4.5 Inches	Equivalent Focus Inches	Lens in Barrel with Iris Diaphragm Price
35.....	$6\frac{1}{2} \times 8\frac{1}{2}$	10	\$108.00
36.....	8×10	12	150.00

Dealers' Discount 33 $\frac{1}{3}$ %

Graflex Cameras Fitted with Kodak Anastigmat f.4.5. Lenses

	Price
4 x 5 R. B. Auto Graflex with Kodak Anastigmat lens f.4.5 No. 35	\$239.00
Home Portrait Graflex with Kodak Anastigmat lens f.4.5 No. 36	344.00

Dealers' Discount 32%

THE NEW CAR CARD

This new Card, No. 826, though not yet ready, will be available early in May and should be ordered now to assure receiving some of the available supply, which will be limited.

Please do not ask for these signs unless they are intended for use in the cars. They are free in quantities for bona fide street car advertising with dealer's name and address in the space indicated by the name "Richard Roe, etc."

For obvious reasons we will not supply the same design to more than one dealer in one town. Hence the rule must be—first come, first served. When ordering please specify the exact number that you will need.

NEW PRICES CARDS

Price may not be the most talked of attribute of the goods you sell, but it is something that people want to know. Now that lower prices are in effect, it is doubly important that the Kodaks you display in your windows and cases should tell how much they cost.

New Price Cards were recently prepared for all models of Kodaks and Brownies. These you received by mail a few weeks ago, but we must apologize for a mistake in printing one of the cards.

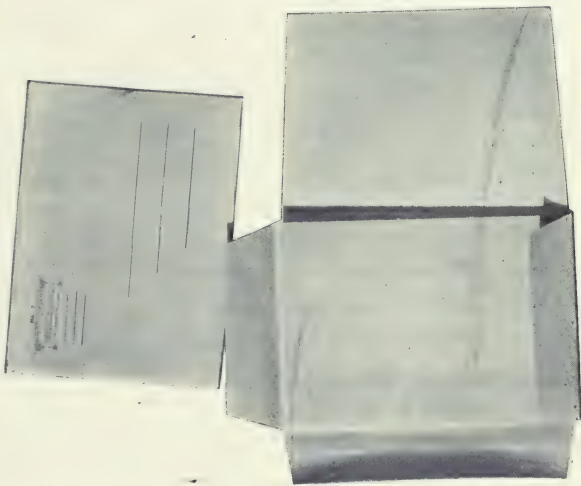
The price on the card for the Vest Pocket Autographic Kodak Special with Kodak Anastigmat *f*.

6.9 lens, is \$8.00. This obviously is a mistake, \$8.00 being the price of the Vest Pocket Autographic Kodak, Regular Model, with Rapid Rectilinear lens. Another card for the Special Kodak with *f*.6.9 lens will be found herewith. Will you please use this to replace the one that was included with the set originally made.

When your price cards become too soiled for further use, a card addressed to the Advertising department, requesting another set, will bring new price cards by return mail.

PHOTO MAILERS

For mailing photographs mounted or unmounted, these Photo Mailers will find a ready sale. They are made of a firm corrugated board and brown kraft wrapper, in twelve sizes, parcelled twenty-five to a package, and orders accepted for twenty-five or multiples thereof.



No.	Size Outside	Per 100	No.	Size Outside	Per 100
1	4½ x 7	\$2.80	7	8½ x 11½	\$6.00
2	5½ x 7¾	3.25	8	9½ x 11½	6.20
3	6½ x 9½	4.10	9	10½ x 12½	7.50
4	7½ x 10½	4.75	10	12¼ x 15¼	11.00
5	7½ x 9½	4.75	11	7¼ x 11¼	5.50
6	8½ x 10½	5.20	12	5½ x 8½	3.60

Dealers' Discount 33⅓%

PRICE CHANGES

The following price revisions, which have been made since the last Trade Circular was published, should be noted in your copy of the new Dealers' Condensed Price List.

Effective March 14th, 1922

Amateur Delivery Envelopes

(1922 Condensed Price List, page 56)

	Per 100	Per 1000
No. 1	\$0.90	\$8.00
No. 2	1.00	9.00
No. 3	1.20	11.00

Prices net

Effective March 27th, 1922

Hydrochinon

(1922 Condensed Price List, page 68)

1 oz. can	\$ 0.24
¼ lb. can78
½ lb. can	1.45
1 lb. can	2.75
5 lb. Tin	13.60

Dealers' Discount, 33⅓%

In 25 lb. lots assorted, 40%

Effective April 5th, 1922

Kodak Safelight Lamp

(1922 Condensed Price List, page 53)

Kodak Safelight Lamp, with 5 x 7 Series 1 Safelight,	\$4.00
Dealers' Discount 33⅓%	

Effective, April 6th, 1922

Carrying Case

(1922 Condensed Price List, page 40)

Grain Leather Carrying Case for Vest Pocket Autographic Kodak Special,	\$1.50
Dealers' Discount, 30%	

Effective April 6th, 1922

Graflex Cut Film Holder

(1922 Condensed Price List, page 32)

For Films	Price
5 x 7, each	\$4.00
Dealers' Discount 30%	

Effective, April 17th, 1922

Kodak Auto-Focus Enlarger

(1922 Condensed Price List, page 32)

List Price	\$40.00
Dealers' Discount 25%	

Effective, April 17th, 1922

Potassium Iodide

(1922 Condensed Price List, page 67)

1 oz. Bottle	\$0.48
¼ lb. Bottle	1.60
½ lb. Bottle	3.10
1 lb. Bottle	6.10

Dealers' Discount 25%

Sodium Bisulphite

(1922 Condensed Price List, page 67)

1 oz. Bottle	\$0.15
¼ lb. Bottle20
½ lb. Bottle30
1 lb. Bottle50

Dealers' Discount 33⅓%

*If it is'nt
an Eastman—it is'nt
Autographic*

DISCONTINUED

The following have been discontinued and will not be supplied in future.

(1922 Condensed Price List, page 83.)

Brownie Post Cards, size $2\frac{3}{4}$ x $4\frac{1}{4}$, of Velox and Solio.

Velox Lantern Slide Mats (not included in the 1922 Condensed Price List.)

(1922 Condensed Price List, page 79.)

The manufacture of the Standard A Grade of Eastman Bromide Paper has been discontinued.

(1922 Condensed Price List, pages 20-21.)

The Revolving Back Cycle Graphic Camera is discontinued in sizes 4 x 5 and 8 x 10.

(1922 Condensed Price List, page 20.)

The No. 17 B. & L. Tessar, Series Ic., *f*.4.5 Lens is discontinued as equipment for the Home Portrait Graflex Camera 5 x 7.

(1922 Condensed Price List, pages 19-21.)

B. & L. Kodak Anastigmat *f*.6.3 lenses have been discontinued as equipment for the following Graflex and Graphic Cameras:—

- 1A Autographic Graflex
- 3A Autographic Graflex
- $3\frac{1}{4}$ x $4\frac{1}{4}$ Auto Graflex
- 4 x 5 Auto Graflex
- 5 x 7 Auto Graflex
- Auto Graflex Jr.,
- Revolving Back Graflex Jr.,
- 3A Compact Graflex
- 5 x 7 Compact Graflex
- $3\frac{1}{4}$ x $4\frac{1}{4}$ R. B. Telescopic Graflex
- 4 x 5 R. B. Telescopic Graflex
- $3\frac{1}{4}$ x $5\frac{1}{2}$ R. B. Auto Graflex
- 4 x 5 R. B. Auto Graflex

- 5 x 7 Press Graflex
- 5 x 7 R. B. Cycle Graphic
- $6\frac{1}{2}$ x $8\frac{1}{2}$ R. B. Cycle Graphic
- $3\frac{1}{4}$ x $4\frac{1}{4}$ Speed Graphic
- 4 x 5 Speed Graphic
- $3\frac{1}{4}$ x $5\frac{1}{2}$ Speed Graphic
- 5 x 7 Speed Graphic



A NEW GRAFLEX CUT FILM HOLDER

In addition to the four sizes of Graflex Cut Film Holders, listed on page 32 of the 1922 Condensed Price List, we are now able to offer for use with Auto Graflex Jr. and R. B. Graflex Jr., a $2\frac{1}{4}$ x $3\frac{1}{4}$ Graflex Cut Film Holder.

List Price \$2.25

Dealers' Discount 30%



ORDER BLANKS

With his first shipment of Kodak goods, every dealer receives a pad of order blanks for his use when sending for more goods. These blanks are supplied for convenience in ordering at your end and for swiftness in handling the order at our end.

They are printed on a light weight bond paper so that the order may be written in ink, copying ink if you wish to make a letterpress copy, or so that if two sheets are used with carbon paper between, a carbon copy is obtained for your files.

If you are out of these blanks and would like some, include a request for a pad in your next order. It will come with the goods.



Take a KODAK with you

The lake is just the place to go for pictures—
our store is just the place to come to for film.

Autographic Kodak \$6.50 up

Richard Roe & Company

1201 Tripod Avenue

Free on request: Cut complete, illustration and text, double column, 97 A; Single Column, 97 B,
Cut of illustration only, double column, 198-A; single column, 198-B.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIX., No. 1

TORONTO, CANADA

May, 1922

KODAK CUT FILM

The old plate cameras are destined to come down out of the attic.

Kodak Cut Film is going to put them at work again.

Many an amateur of the "enthusiast" type is going to get busy, because now he can pursue his photographic "work" without the bother of heavy glass plates. He can use his ground glass focusing device, his double swing back and his rising front and his various lenses and the various combinations of his lenses to his heart's content without tiring his muscles with the dead weight of glass plates.

In placing the Kodak Cut Film on the market, we are not overlooking the offering at the same time of the equipment to make its use convenient. For a long time there have been numbers of amateurs who have been getting cut film on special orders and using it with makeshift equipment. Now that it is to be easy for them, we have no doubt that the demand will be large and immediate.

The Kodak Cut Film will be furnished in $2\frac{1}{4} \times 3\frac{1}{4}$, $3\frac{1}{4} \times 4\frac{1}{4}$, $3\frac{1}{4} \times 5\frac{1}{2}$, 4×5 and 5×7 sizes. There will be new sheaths for all of these sizes except the 5×7 , which has already been provided for— 5×7 being a size used by both amateurs and professionals. The new Kodak Developing Box No. 1, together with the Kodak Film Hangers, likewise provide for all the sizes smaller than 5×7 .

The market for these goods is ready made—and easy to reach. Every owner of a plate camera, the owners of many styles of Graflex cameras and all those owning Kodaks with combination backs are more than possible customers; they are probable customers.

We shall go about reaching this market promptly through the Graflex and Kodak Catalogues and through extensive advertising in the amateur photographic magazines. The Graflex demand alone will be large, for this film is to be furnished in the Super Speed as well as in the regular speed.

There's business for you in the

new Kodak Cut Film. The prices follow.

KODAK CUT FILM

	Regular Speed Catalogue List	Super Speed Catalogue List
2¼ x 3¼ per doz.	\$.45	\$.50
3¼ x 4¼ per doz.	.65	.75
3¼ x 5½ per doz.	.90	1.00
4 x 5 per doz.	.90	1.00
5 x 7 per doz.	1.45	1.60

Dealers' Discount 25% & 10%

NOTE—Kodak Cut Film Super Speed has, as its name implies, an extra fast emulsion, yet its latitude, gradation and fineness of grain are equal to those of the regular speed. It can be depended on to give the best possible negatives under difficult light conditions or when an exposure must necessarily be short. This super speed feature proves its worth especially when making indoor portraits or snapshots in the shade. And all this added speed is attained without sacrificing any of those qualities on which film superiority is founded.

KODAK CUT FILM DEVELOPING HANGER

For use with the Kodak Developing Box No. 1. It is nine inches long, so that it lies securely across the top of the six-inch tank. The clips, which grip the edges of the film securely, are of Monel metal.

Catalogue List \$.25

Dealers' Discount 25%

KODAK DEVELOPING BOX NO. 1

This tank provides a swift and easy means of obtaining uniform development of Kodak Cut Film. It takes twelve 2¼ x 3¼, 3¼ x 4¼, 3¼ x 5½ or 4 x 5 films, each suspended in the solution from a Kodak Cut Film Developing Hanger. Development proceeds by the time and temperature method.

The tank is made of Monel

metal and measures 4 x 5½ x 6 inches.

Catalogue List \$2.50

Dealers' Discount 25%

KODAK CUT FILMSHEATH

Adapts a plate holder to the use of Kodak Cut Film. It is made of aluminum ribbed for rigidity. Instantly inserted or removed.

Catalogue
List

2¼ x 3¼	\$.12
3¼ x 4¼12
3¼ x 5½18
4 x 518

Dealers' Discount 25%

A NEW SIZE OF FILM DEVELOPING HANGER

Another new size has been added to the line of Eastman Film Developing Hangers, as follows:

No. 4, for Eastman Professional Film 7 x 11 inches, List Price.
each \$1.10

Price Net.

Please add this item to your Condensed Price List, page 53.

GRAFLEX CUT FILM MAGAZINE

This new magazine holds twelve films, each in a separate metal septum. It is made in five sizes, to fit 2¼ x 3¼, 3¼ x 4¼, 3¼ x 5½, 4 x 5 and 5 x 7 Graflex Cameras. Graflex owners will welcome this film holder. It permits easy loading, rapid operation and the removal of one film separately for developing. There may be a slight delay in delivering the 2¼ x 3¼ and 3¼ x 5½ sizes.

	List
2¼ x 3¼	\$13.75
3¼ x 4¼	16.00
3¼ x 5½	17.50
4 x 5	17.50
5 x 7	19.50

Dealers' Discount 30%

NEW OPPORTUNITY

Here it is again. And this time it's *Right*.

There is no claim that the Kodak organization is infallible—but when we do make a mistake we set about setting things right again—and in a very thorough manner.

The No. 1 Special Kodak that we put out last year wasn't what it should have been. Fortunately only a few had been shipped before

by with the model. Slight changes in new lots as they came through would have made it a highly satisfactory camera.

But we are jealous of the reputation of Kodak. We decided upon taking a loss, a big loss by the way, and delay shipments until we could re-issue with a camera that we were definitely sure was better than anything we



the weaknesses, which did not show in our tests, began to appear as it got into the hands of amateurs. We stopped deliveries. The faults were not so serious that we could not have continued to get

had done before and, we don't think we are claiming too much, better than anything anybody else has done.

The new No. 1 Autographic Kodak, *Special*, justifies our judg-

ment. In size, weight, appearance and performance it gives evidence of the painstaking care that has been given to every step in its production.

Ordinarily we do not believe in the use of superlatives, but here is a camera that typifies the best thought in design and the greatest skill and care in making every part perfect.

The camera makers have made good. The next thing is to let the world know. And this the Advertising Department is planning to do most efficiently. There is to be a *campaign* on this particular camera and when Kodak starts such a drive, it means something every time.

These new cameras give us a new opportunity. There's some-

thing new to talk about and the advertising pages of the magazines will do the talking. The immediate benefit will come to those dealers who have the goods.

The 1922 Catalogue will give you the full details of the Kodak itself.

Catalogue List

No. 1 Autographic Kodak, <i>Special</i> , Model B.	
With Kodak Anastigmat <i>f</i> .6.3 lens and Kodamatic Shutter.	\$50.00
With B&L Kodak Anastigmat <i>f</i> .6.3 lens and Kodamatic Shutter	62.00
With B&L Tessar Series IIB <i>f</i> .6.3 lens and Kodamatic Shutter	74.00
With B&L Tessar Series IC <i>f</i> .4.5 lens and Kodamatic Shutter	71.00
Dealers' Discount 32%	

KODAK ANASTIGMAT *f*.7.7 LENS FITTED TO NO. 2 KODAMATIC SHUTTER

This lens and shutter equipment is now available and should be added to the list appearing on page 36 of the Dealers' Condensed Price List for 1922.

The lens is of 8 inch focus and has a covering capacity of 5 x 7 inches.

List Price \$40.00

Dealers' Discount 33 $\frac{1}{3}$ %

DISCONTINUED

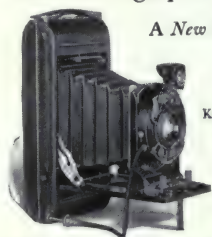
The manufacture of Remington Mounts has been discontinued. Please correct page 91 of your Condensed Price List accordingly.

IA STOLEN CAMERA

The loss by theft of 2C Autographic Kodak Jr., R. R. Lens, serial number 149476, has been reported by the Stokes Drug Co., Limited, 314-5th St. S., Lethbridge, Alta.

No. 1 Autographic Kodak *Special*

A New Model Kodak



Equipment:
Kodak Anastigmat Lens *f*.6.3
and Kodamatic Shutter

Price \$50.00

THE No. 1 *Special* won't fit the vest pocket—it will fit any other. And yet its complete appointments and high-grade lens and shutter give it a practical photographic scope hitherto associated with larger cameras, only.

The lens is the famous Kodak Anastigmat *f*.6.3—Eastman-made to make good pictures. The resulting 24x34 negatives are clean-cut, brilliant.

The scientifically accurate, Eastman-made Kodamatic shutter which splendidly supports this high-grade, high-speed lens, has seven adjustable speeds from 1/4 second to 1/100 second as well as time and bulb action. This range includes virtually every picture in the hand camera field.

Its convenient size and smart appearance make the No. 1 *Special* an ideal Kodak to take with you; its equipment gives you pictures you will be proud to bring back.

See this *Special* at your dealer's

Canadian Kodak Co., Limited
Toronto, Canada



THE FIRST GUN IN THE CAMPAIGN TO
ADVERTISE THE NEW NO. 1 SPECIAL.

SEVEN-SPEED SHUTTERS ON CERTAIN KODAKS

Your customers have asked for a moderate priced camera with a shutter having slow automatic exposures less than $1/25$ second. Now you can offer it.

The new Kodak catalogue breaks the news.

The Ilex Universal Shutter is now fitted to the 2C Junior, the 3A Junior and the 3A Kodak with Kodak Anastigmat *f.7.7* lens equipment. The Kodak Ball Bearing Shutter is available on these cameras as heretofore for those who prefer it.

The Ilex Universal is an automatic shutter. No setting is necessary. Select the speed desired and press the cable release—that is the whole operation. There are seven speeds—a full second and $1/2$, $1/5$, $1/10$, $1/25$, $1/50$, and $1/100$ as well as time and bulb actions. Think

what this means. Frequently the light will not justify a $1/25$ second exposure. Using the "bulb" there is uncertainty but with this new shutter exact timing is under strict control.

The list price is only \$4.00 more than for the same lens with the Kodak B. B. Shutter.

(Enter in 1922 Condensed Price List, page 22)

Catalogue
List

No. 2C Autographic Kodak Jr.
with Kodak Anastigmat *f.7.7*
lens and Ilex-Universal
Shutter \$27.00

No. 3A Autographic Kodak
Jr. with Kodak Anastigmat
f.7.7 lens and Ilex-Universal
Shutter 29.00

No. 3A Autographic Kodak with
Kodak Anastigmat *f.7.7* lens
and Ilex-Universal Shutter... 31.50

Dealers' Discount 32%

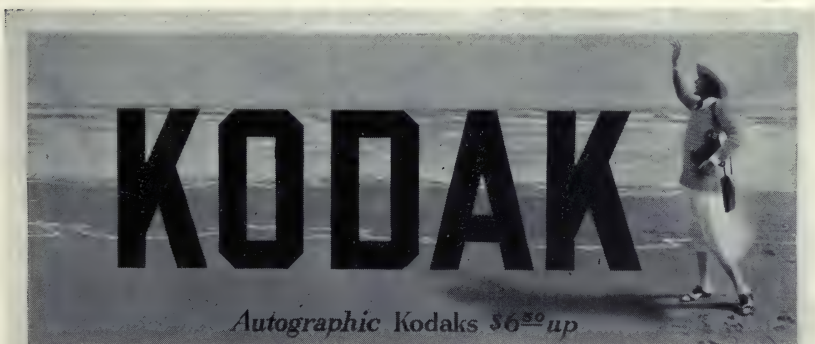
ANOTHER NEW CAR CARD

This new car card, No. 827, (see illustration below) is nearly ready. A few of these cards displayed in your local street cars will pull trade to your store.

To Kodak dealers who will run

them in the cars, they are supplied free of charge, completely printed with the dealer's name, and street address if this is required.

How many will you use? Order by number please.



RICHARD ROE & CO. 1201 Tripod Avenue

NEW SHOW CARDS

Eight new show cards and still another big framed Kodak enlargement—this comprises the assortment of display advertising material that we are sending to you now.

The distribution is being made as fast as possible—to the most distant points first of course, so that all dealers will receive the new display material about the same time.

The new cards are well designed and attractively printed in colors. In your display window they will help you to sell a variety of photographic goods.

There are cards advertising the Kodak Portrait Attachment and Kodak Self Timer, Kodak Anastigmat Lenses, Kodak Albums, the Vest Pocket Autographic Kodak and the new Kodak Auto-Focus Enlarger. Still others feature the Kodak in camp, or as a companion of enjoyable days at the seashore.

We are also sending a new Film Schedule and a new Portrait Attachment and Sky and Color Filter Schedule. For your convenience these schedules have been combined on one card.

NEW KODAK CATALOGUES

The 1922 edition of the large Kodak Catalogue has gone to press. An advance copy will be mailed to you in a few days and then the distribution of quantities, imprinted with the dealer's name and address, will be made as quickly as so large an edition can be handled by our shippers.

The 1922 Kodak Catalogue contains several new items announced

elsewhere in this issue. Read it carefully. Have your salesmen read it for inspiration and knowledge. Then see that the amateur photographers in your locality, who are likely to be interested in the new goods, receive a copy. And there will be copies, too, for those of your customers who are not yet Kodakers but whom you consider good prospects.

CORRECTIONS FOR CONDENSED PRICE LIST

It will be necessary to make the following further corrections in your copy of the 1922 Dealers' Condensed Price List:—

PAGE 81—The size of P. M. C. Bromide Paper, double weight, listed as $7\frac{1}{2} \times 8\frac{1}{2}$ should be $7\frac{1}{2} \times 9\frac{1}{2}$.

PAGE 84—Prices on gross packages of Velox Paper, quoted on this page, should be corrected to read:—

$1\frac{1}{8} \times 2\frac{1}{2}$	\$1.10	3 x 4	1.50
$2\frac{1}{4} \times 3\frac{1}{4}$	1.10	$3\frac{1}{2} \times 3\frac{1}{2}$	1.60
$2\frac{1}{4} \times 3\frac{1}{2}$	1.10	$3\frac{1}{4} \times 4\frac{1}{4}$	1.75
$2\frac{1}{2} \times 4\frac{1}{4}$	1.35	$2\frac{7}{8} \times 4\frac{7}{8}$	1.75

It is 5 cents a copy and \$.60 a year. Half of that is profit for you. Some dealers sell hundreds of copies each month over the counters. Sell Kodakery—and don't neglect to send the coupon for those entitled to it free.

SPRING AND SUMMER ADVERTISING

Spring is beckoning to Summer and the Great Outdoors is calling, "Kodak as you go." The new booklet illustrating a new series of Kodak advertisements is on the press and copies will be mailed in a few days. Select those which suit your requirements and be prepared for timely, consistent, effective advertising.

Some of the engravings offered illustrate subjects we are using in magazine, farm paper and roto-gravure advertising. Use the same subject at the same time and you will cash in on the tremendous publicity we are giving to the whole Kodak line.

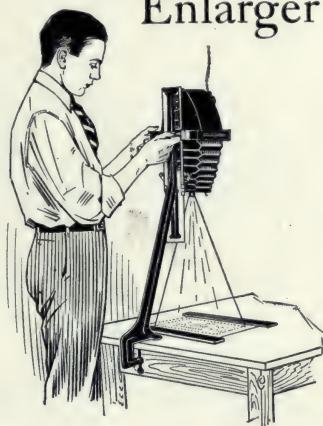
Other engravings feature certain items, such as the new No. 1 Auto-graphic Kodak *Special*; the V. P. K. *Special*, *f.7.7*; the 2C Junior, *f.7.7*; Autographic Brownies; Kodak film; Box Brownies, and the Kodak Auto-Focus Enlarger illustrated in the adjoining column. (This ad complete is No. 13B as shown. Double column, it is No. 13A. The illustration only is No. 262B single column, and No. 262A double column.)

Send early for your engravings.

FACTS WANTED ABOUT RETURNED GOODS

In returning merchandise for credit, exchange or replacement, please give us the order and invoice number and the date under which we shipped the goods to you. This will materially facilitate the handling of such correspondence and expedite adjustment.

Kodak Auto-Focus Enlarger



Enlarging with this new apparatus is just as simple as contact printing.

Raise the camera on its stand and the image expands—lower it and the image shrinks—but always the focus stays sharp.

The Enlarger takes negatives up to 4 x 6 inches and makes prints as large as 14 x 21 inches, is equipped with Kodak Anastigmat Lens, flexible metal masks, and—just come in and we'll tell you *all* about it and show you how it works—it's the best yet.

(Insert your name and address here)



Kodak pictures everywhere— Kodak Service here

This is the time of year when picture possibilities are plenty, and we are ready with the photographic goods you want.

All the Eastman supplies always in stock.

Kodaks—Film—Accessories

Richard Roe & Company

1201 Tripod Avenue

Free on request: Cut complete, illustration and text, double column, 8-A; single column, 8-B.
Cut of illustration only, double column, 196-A; single column, 196-B.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol XIX, No. 2

TORONTO, CANADA

June, 1922

JULY ADVERTISING

"My business on a certain item increased nearly 100 per cent in 1921, *because* I followed up national advertising with window display and counter cards."

This is what one Kodak dealer reports.

Our advertising is tremendous, but it can't be expected to do what the dealer does. Neither can take the place of the other. And nothing can resist the sales energy of both *working together*.

To make the hitch more secure, we tell you month by month what will be advertised nationally.

In July, six Kodak advertisements will be run in nineteen Canadian periodicals. Three of these ads are shown on the following page. The fourth is a Brownie advertisement recommending this simple and inexpensive camera for the children's holidays. It appears in one of the early July Issues of the Family Herald and Weekly Star and in French in the Farmer's Weekly La Presse and Le Samedi. Another July advertisement features the No. 2C Autographic Kodak Jr. with Kodak Anastigmat f.7.7

lens. This is the second July insertion in the Family Herald and Weekly Star.

Then, there is the July Rotogravure copy—a full page ad for practically the whole Kodak line. Eight contact prints, made with Nos. 1, 3 and 3A Special Kodaks, 1A, 2C and 3A Kodak Jrs. and the Vest Pocket Kodak are illustrated. The copy reads: "Your dealer will show you how easy it is to make pictures like these with a Kodak." This means *you* if everyone in your locality knows that you are a Kodak dealer.

You have recently received a new assortment of card signs and pictures for display purposes and a new booklet "Spring and Summer Advertisements for the Kodak Dealer," which offers (free of charge) electros for your advertising in the local paper. Each month we send in the mail a proof of the month's Rotogravure Ad for window display purposes.

The use of these helps will *double* the sales energy of our national advertising and appropriate a share of that energy for *your store*.

A—Appears in colors on the fourth cover of July Issues of MacLean's Magazine, Saturday Evening Post and La Canadienne; also in black and white on inside pages of Saturday Night and La Revue Moderne.

B—Farmers throughout the Dominion will see this advertisement, which appears in July Issues of six leading Canadian farm publications

C—Everywoman's World, Canadian Home Journal, Western Home Monthly and Saturday Night will carry this advertisement into a quarter of a million homes.



Take a KODAK with you

Kodak film in the yellow box, over the counter all over the world.

Canadian Kodak Co., Limited, Toronto, Canada.

A (Above), B (Bottom Left), C (Below).



"She filled them all in 30 days"—a selling photograph

Let KODAK
sell your livestock

You know how to pose your cattle, horses, sheep or hogs so as to bring out their strong points and you can leave the rest to the lens. Kodak pictures tell the story. Each print is the strongest kind of a selling argument.

Making pictures the Kodak way is inexpensive—and easy.

*Autographic Kodaks \$5.50 up
At your dealer's*

Canadian Kodak Co., Limited, Toronto.



GRAFLEX

Graflex advantages, essential for swift action photography, are valuable also for less sensational tasks.

Sharp focus and pleasing pictorial arrangement are always facilitated by the big reflected image, seen right side up in the focusing hood. And whether the speed is $\frac{1}{100}$ or $\frac{1}{500}$ of a second, the Graflex focal plane shutter passes so much light that proper exposure is easy, especially with the cooperation of a superlens such as the Kodak Anastigmat f. 4.5.

Graflexes catalog by mail sent your dealer's

Canadian Kodak Co., Limited, Toronto



OWN YOUR WINDOWS

"Your display windows bring in more new customers than any other feature of your store. *Own them.* Do not sell to anybody the right to say what goes in them or how they shall be dressed."

This advice seems sensible enough to warrant publication. When you contract with a window display concern to dress one of your windows in return for the privilege of filling the other with goods *they* select, you are inviting them to open the cash drawer and help themselves.

Your rent is high, not so much because you have a door on a crowded street, as because you have windows there. Therefore, you must make the best possible use of them—and no outsider knows what should go in those windows so well as the merchant himself.

YOUR SUMMER ASSISTANT

The Kodak Summer Booklet is on the way—an abridged catalogue of the Kodak line. It fits the pocket, it fits an ordinary envelope. And, while it is small, it is inclusive, describing every Kodak and Brownie and the important accessories.

Be sure that every person who ought to have a Kodak gets one of these booklets. A stack of them on your counter and another stack of them at the cash register will give themselves away to interested people. By mail you can send one to each prospect on your mailing list.

Figure up how many Kodak Summer Booklets you need, imprinted with your name and address. Ready early in July. Order now.

EQUIPMENT OF THE NEW NO. 1 KODAK SPECIAL

The new No. 1 Autographic Kodak Special (Model B) is equipped only with the Kodamatic shutter as announced in the May Trade Circular.

If you have not already done so, please turn to page 22 of the Condensed Price List and cross out the Ilex shutter listed there with each lens. That shutter was on last year's model; it is not furnished with the new model.

KODAK FILM PACK

Kodak Film Pack replaces the old Premo Film Pack. The name is changed but the specifications of the old and the new packs are the same—same high quality film, same sizes, same prices. But the serial numbers are slightly different—they are now recorded in the five hundreds instead of the three hundreds as formerly, beginning with 500 and following with 520, 516 etc.—(see page 46 of your Condensed Price List—cross out "Premo;" write in "Kodak," cross out the first column of 3's, write in 5).

A WORD OF WARNING

Dealers in the products of this company are not in any sense of the word our agents, and they should not advertise as such. Dealers who do advertise as "Eastman Agents" or "Authorized Eastman Agency" or "We are Agents for the Canadian Kodak Co., Limited," by so doing create a possibility of future legal complications which makes the use of these phrases emphatically unwise.

VITAVA

A NEW LINE OF DISTINCTIVE, QUALITY PAPERS FOR THE PROFESSIONAL PHOTOGRAPHER

VITAVA—Etching Brown

VITAVA—Athena

Vitava Etching Brown, by direct development, produces prints with a distinctive richness and warmth of tone that is exceptionally pleasing. It is furnished only in double weight stock. B-White and K-Buffer are fine grained, smooth finished stocks with a semi-matte surface. D-White and H-Buffer are rough surfaced stocks with a slight lustre.

Vitava Athena in the double weight "Old Master" surface is a paper that is difficult to describe. In surface texture it makes one think of the old hand-made papers, but has all of the body of other double weight papers. It has just enough lustre to add brilliancy to the print and is furnished in M-Ivory White and O-Buffer.

Exhibits of prints on Vitava papers were shown to the photographer for the first time at the National Convention of the Photographers' Association of America in Kansas City, and there will undoubtedly be an immediate demand for the new papers.

The range of sizes and prices is as follows:

VITAVA ETCHING BROWN—Double Weight

Grade	Color	Surface	Grade	Color	Surface
B—	White	Smooth	H—	Buff	Rough
D—	White	Rough	K—	Buff	Smooth

Sizes	Dozen	½ Gross	Gross	Sizes	Dozen	½ Gross	Gross
3⅞ x 5½ Cabinet		\$ 1.40	\$ 2.50	8 x 12	1.25	7.20	13.55
4 x 5		1.40	2.50	9 x 11	1.25	7.20	13.75
4 x 6		1.50	2.80	10 x 12	1.50	8.75	16.90
4¼ x 6½		2.05	3.50	9 x 14	1.85	9.65	18.15
4 x 8	\$.45	2.45	4.30	11 x 14	2.00	11.55	21.90
5 x 745	2.50	4.40	12 x 15	2.25	13.25	25.90
5 x 850	2.80	5.00	12 x 17	2.80	15.20	29.15
6 x 865	3.45	6.25	14 x 17	3.00	17.50	33.75
6½ x 8½75	4.05	7.50	14 x 18	3.35	18.45	35.65
6 x 1080	4.60	8.45	16 x 20	4.00	23.15	45.00
7 x 980	4.70	8.75	17 x 20	4.25	24.85	48.75
7½ x 9½90	5.25	10.00	18 x 22	5.00	29.40	57.50
7 x 11	1.00	5.95	11.25	20 x 24	6.00	35.00	68.75
8 x 10	1.00	5.95	11.25				

10-foot rolls (20 in. wide), per roll	\$2.25
10-foot rolls (40 in. wide), per roll	4.50
10-yard rolls (20 in. wide), per roll	5.85
10-yard rolls (40 in. wide), per roll	11.70

VITAVA ATHENA—Double Weight

Grade M—					Grade O—				
Color		Surface			Color		Surface		
White		Old Master			Buff		Old Master		
Sizes		Dozen	½ Gross	Gross	Sizes		Dozen	½ Gross	Gross
3 $\frac{7}{8}$ x 5 $\frac{1}{2}$	Cabinet	\$ 1.55	\$ 2.75	8 x 12	1.40	7.90	14.90
4 x 5	1.55	2.75	9 x 11	1.40	7.90	15.15
4 x 6	1.65	3.10	10 x 12	1.65	9.65	18.60
4 $\frac{1}{4}$ x 6 $\frac{1}{2}$	2.25	3.85	9 x 14	2.05	10.60	19.95
4 x 8	\$.50	2.70	4.75	11 x 14	2.20	12.70	24.10
5 x 750	2.75	4.85	12 x 15	2.50	14.60	28.50
5 x 855	3.10	5.50	12 x 17	3.10	16.70	32.05
6 x 870	3.80	6.90	14 x 17	3.30	19.25	37.15
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$85	4.45	8.25	14 x 18	3.70	20.30	39.20
6 x 1090	5.05	9.30	16 x 20	4.40	25.45	49.50
7 x 990	5.15	9.65	17 x 20	4.70	27.35	53.65
7 $\frac{1}{2}$ x 9 $\frac{1}{2}$	1.00	5.80	11.00	18 x 22	5.50	32.35	63.25
7 x 11	1.10	6.55	12.40	20 x 24	6.60	38.50	75.65
8 x 10	1.10	6.55	12.40					
10-foot rolls (20 in. wide), per roll									\$2.50
10-foot rolls (40 in. wide), per roll									4.95
10-yard rolls (20 in. wide), per roll									6.45
10-yard rolls (40 in. wide), per roll									12.90

THE CENTRE OF THE STAGE

Give it personality.

It is so small, so unobtrusive, that when you place the New No. 1 Special Kodak in the window with its sisters and its cousins and its aunts, the passer by simply overlooks it.

The very feature which makes it desirable, keeps it from jumping at you in the show window.

Give it personality. It needs no background of other cameras to support it. The window is its stage, and it should occupy the centre of the stage. Perhaps there should be just a bit of something to lend atmosphere—say a velvet square beneath it and two, or at the most three, roses in a vase, a little to one side and to the rear.

A well done price card, handmade, might say—

The New No. 1 Special Kodak
 Lens—Kodak Anastigmat f.6.3
 Shutter—Kodamatic
 Autographic, of course.
Price \$50.00

Give it personality.

PREMO CHANGES

There are a few recent changes in Premo camera equipment which have not previously been announced to the trade. Please make the necessary corrections in your Condensed Price List, page 24.

Premo No. 12

Now equipped with Kodamatic shutter and Kodak Anastigmat *f*.6.3 lens. List price \$53.00. Dealers' discount 32%.

The Kodamatic shutter replaces the Optimo, which will no longer be supplied fitted with this lens. We shall continue to furnish the Optimo shutter with all the B. & L. lenses, as previously listed, and in addition we shall also furnish the Ilex shutter with all B. & L. lenses at the same price as for the Optimo shutter and we shall continue to supply the Kodak Ball Bearing shutter as formerly listed. With six lenses and four shutters to choose from, and equipment for using Kodak Cut Film, Graflex Roll Film, Kodak Film Packs or Plates, this admirable camera will make new friends, particularly among experienced amateurs.

Premo No. 9

We now supply for this camera the Kodak Anastigmat *f*.6.3 lens and Ilex shutter, instead of Optimo shutter as formerly listed. The prices are unchanged.

We also supply, in addition to the Optimo Shutter, the Ilex shutter with B. & L. Kodak Anastigmat lens *f*.6.3, at the same prices.

Premo No 10

This camera may now be obtained with either Ilex or Optimo shutter with B. & L. lenses. Prices are the same with either shutter.

WHEN ORDERING AZO

In ordering Azo Papers, please mention both the *Number* (indicating degree of contrast) and the *Letter* (indicating the grade.)

The degree of contrast in Azo emulsions is now designated by Numbers, as follows:—No. 1—(formerly labelled Soft, No. 2—(formerly labelled Hard), No. 3—(formerly labelled Hard Medium), No. 4—(formerly labelled Hard X).

The different grades of Azo are designated by Letter as—Grade A—Carbon, Grade B—Rough, etc.

For a complete list of the various grades in single and double weight, refer to pages 75 and 76 of the Condensed Price List.

PRICES IN MANUALS

Prices of merchandise will not appear in manuals printed hereafter. But for certain cameras, we printed an over-supply of manuals and in these books prices do appear. Of course they are out of date now. Should customers question the prices, you can refer to the saving clause printed in most of them. "Prices subject to change without notice." It is unlikely that anyone will complain about it because in most instances, present prices are lower.

STOLEN CAMERAS

The loss, by theft, of 3A Autographic Kodak Special, No. 47320, fitted with B. & L. Tessar Series IIb *f*.6.3 lens and Kodamatic shutter is reported by Mr. C. H. Crossman, Lipton, Sask.

Vest Pocket Autographic Kodak (R.R. lens) No. 1305017 was stolen from the store of Mr. S. E. Johnston, Arnprior, Ont. on May 18th.

OTHER PRICE CHANGES

The following additional price changes have come into effect since the last number of the Kodak Trade Circular was published. Please make the necessary corrections in your Condensed Price List.

Effective May 15, 1922.

KODAK ACID FIXING POWDER

(1922 Condensed Price List, page 70)

$\frac{1}{4}$ Lb. Carton	\$0.10
$\frac{1}{2}$ Lb. Carton15
1 Lb. Carton25

Dealers' discount unchanged

P. S. DEVELOPER POWDERS

(1922 Condensed Price List, page 69)

Per package,\$0.75

Dealers' discount unchanged

CARRYING CASES

(1922 Condensed Price List, page 40)

Carrying Case, with shoulder strap, for No. 2 Folding Cartridge Premo, each, ..\$1.50
Do. for No. 2A Folding Cartridge Premo, each, 1.60
Dealers' discount unchanged

Effective May 16, 1922.

HYDROCHINON

(1922 Condensed Price List, page 68)

1 Oz. Can	\$0.20
$\frac{1}{4}$ Lb. Can60
$\frac{1}{2}$ Lb. Can	1.10
1 Lb. Can	2.00
5 Lb. Tin	9.85

Dealers' discount unchanged

CAR CARD No. 828

Here is a card that will work for you 24 hours a day, and every day in the month. Ready soon. Please

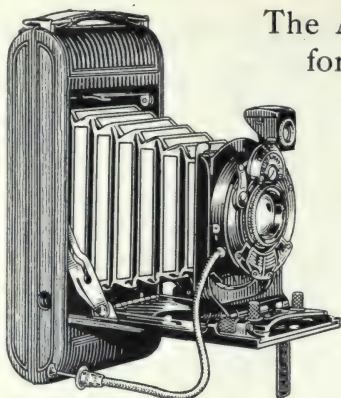
let us know now how many you require, so we may proceed with the imprinting.

Kodak Finishing

You can rely on us
for work that's right
and right on time



RICHARD ROE & CO. 1201 Tripod Avenue



Pictures $2\frac{1}{4} \times 3\frac{1}{4}$

The *New Model* Kodak is ready
for your inspection here—

No. 1 Autographic Kodak *Special*

Price \$50

*Slip it in the pocket—bring
good pictures back*

WE'RE convinced that for appearance and performance the new No. 1 *Special* is the best model in a compact size we have ever been able to show.

The lens is Kodak Anastigmat *f.6.3*, Eastman-made, and famous for the sharp, brilliant negatives it gives.

Splendidly supporting this high-grade optical equipment is the Eastman-made Kodamatic shutter with seven speeds from $1/2$ to $1/200$ second, as well as time and bulb actions—and ample range for all pictures in the hand camera field.

See the 1 *Special* here.

We're proud of it—and you will be.

Other Autographic Kodaks \$6.50 up.

All Kodak supplies

Richard Roe & Company

1201 Tripod Ave.

Free on request: We will supply complete engravings of this advertisement for use in your newspaper advertising, etc. Please order by number. Complete: double column, No. 15-A; single column, No. 15-B. Illustration only: double column, No. 202-G; single column, No. 202-H.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol XIX, No. 3

TORONTO, CANADA

July 1922

ESPECIALLY FOR EVERYBODY

He may be an accomplished expert—a man who knows it all. He may be a beginner, ambitious for perfection. He may be the man who wants the camera to do all the thinking. He may be one who places appearance or lightness or size first. He may be a close buyer—out to get 101 cents for his dollar.

Any of these customers will respond to your sales talk on the No. 1 Autographic Kodak *Special*, because what they all want is in this masterpiece.

Its Kodamatic Shutter offers the expert that split-second range and sure-fire accuracy he insists upon, with a choice of four efficient lenses—a combination giving a range and a capacity not excelled in the hand-camera field.

The face plate on the shutter allows the mere novice to control the high speed lens with the regular certainty of an advanced amateur. This same feature does the thinking for the average man whose hobby is anything but photography, showing him, at a glance what speed to use, under any one of four different light conditions with any diaphragm opening.

Appearance? Weight? Size?

It's a *first* in all these qualities.

The combination of scientific precision, scope, ease of control, beauty, lightness and handy size with economy of operation, gives this camera a special appeal to the man who wants the most for his money.

Your profit per sale amounts to——. Take a moment to figure it for yourself. You'll be surprised.

THE IMPORTANCE OF THE KODAK SALESMAN

We present through the Kodak Salesman merchandising suggestions, window display ideas and advertising plans designed to increase your sales of photographic goods. It is therefore important that every Kodak dealer sees the Kodak Salesman each month.

It is equally important that every person who sells at the Kodak counter has his or her own copy. It is a liberal education in salesmanship.

We are willing to mail as many as you require.

You receive your copy regularly, but we cannot be sure that the clerks whom you wish to receive and read the Kodak Salesman all have their names on our mailing list.

Send in these names, so that we may check up our list and know that you are not missing anything.

DISPLAY, DEMONSTRATE AND SELL GRAFLEX

Here's the way Graflex sales are stirred up.

Full page ads run several times a year in a carefully selected list of magazines, telling the general public why the Graflex is the camera supreme.

Other ads appear each month in four amateur photographers' journals, in addition to *Kodakery*, convincing camera users of the value of the Graflex advantages.

Almost every ad carries the line, "Graflex catalogue by mail or at your dealer's."

Thousands of people each month become interested in the Graflex, judging from the numbers that request catalogues direct from us. For each person that takes the trouble to write us for a catalogue, there are scores that would drop in at their dealer's could they remember seeing a Graflex on display there or recall a salesman's mention of it.

The hundreds of inquiries that come directly to us each month are handled thus:

To each inquirer we mail, in addition to the catalogue, a sales letter summarizing the special Graflex features.

A few days later we mail another letter, offering sample prints to the inquirer if he will check on a card, which we enclose, the kinds of subjects (children, sports, flowers, animals, etc.) he is especially interested in.

Then when we send him the sample prints we concentrate the Graflex advantages, reviewed in the first letter, on his particular interests. We recommend the specific Graflex cameras best suited for his use, and refer to the catalogue

pages on which they are described. We tell him who are his nearest dealers and explain that by purchasing from one of them he'll save transportation charges.

Thus we stimulate the prospect's interest from the start and at the climax of his enthusiasm direct him to you.

Obviously, direct requests for catalogues come principally from communities where no dealer has displayed the Graflex or talked Graflex, or the inquirer would go to a store instead of writing to us. And sometimes our records show that the dealer to whom we direct the prospective purchaser hasn't ordered a Graflex recently.

These facts, based on inquiries that come to us for catalogues, prove that in many cases customers don't know that Kodak dealers care about their interest in the Graflex. They have to come to us.

The Graflex is an easy camera to demonstrate because its advantages are immediately apparent to anyone who holds the camera in his hands and looks at the big image in the focusing hood. And the prices listed in the 1922 catalogue are within the range of a vast number of folks.

EASTMAN TESTED HYDROMETER

We are again able to offer to the trade this handy little instrument for testing the specific gravity of solutions.

Price

Eastman Tested Hydrometer, each \$1.50

Dealers' Discount 25%

VELOX BRINGS BUSINESS

The great army of amateur photographers who send their developing and printing to dealers undoubtedly favor the man who supplies them with Velox prints.

Here's what one flourishing dealer says about it in a recent letter:

"In Velox printing, we are getting fine results, and our Developing and Printing returns have gone up 100 per cent."

We always advise dealers to do their own developing and to make all their prints on Velox. Dealers who find it more convenient to send their work to houses which specialize in this business, however, need not be deprived of the selling value of Velox. They should mark their orders "Use Velox," and should insist on being supplied with Velox prints. Only by doing this can they be sure of getting those bright, clean, sparkling prints which are so highly appreciated by the public.

PRICE LIST CORRECTIONS

No. 300 Film Pack

On page 46 of the 1922 Condensed Price List size of this Pack is given as 1 5/8 x 2 7/16 inches. Please correct this to read: 1 3/4 x 2 3/8 inches.

Eastman Focusing Cap

The new name of this accessory is the Eastman Safety Cap. To avoid any confusion when ordering, please make the change on page 18 of your Condensed Price List.

NEW GOODS

The Eastman Portrait Diffusing Disc is offered in a new and smaller size, with adjustable Metal Disc Holder to fit lens barrels from 2 1/2 to 3 1/2 inches in diameter.

Eastman Portrait Diffusing Disc No. o, A or B,	\$5.75
Eastman Adjustable Diffusing Disc Holder No. o, each	3.50
Prices net	

STOLEN CAMERAS

The loss by theft of No. 2C Autographic Kodak Jr., R. R. Lens, Serial No. 150162 and No. 2C Autographic Kodak Jr., Serial No. 172647, fitted with Kodak Anastigmat f.7.7 Lens No. 60244, is reported by the Street Photographic Supply Co., 467 Bleury St., Montreal, Que.

WHAT KODAKERY MEANS TO YOU

Every subscription to Kodakery increases your business for cameras and photographic supplies.

It means to your customers better pictures. Good pictures build and maintain enthusiasm for photography, and the enthusiastic amateur is the one who buys the most film, who brings in more finishing to be done and who is the best customer for the Kodak accessories that you sell.

We send Kodakery free for twelve months to those purchasers of our amateur cameras who fill out the coupon in the manual.

But there are thousands of old camera users who pay us 60 cents a year for it.

Your old customers will do it too and it will pay you well to solicit their subscriptions. The subscription rate, to those not entitled to it free, is 60 cents a year, dealers' discount 50%.



FOR WINDOW DISPLAY

The large sign used as a centre-piece for the window display that is pictured above is available to Kodak dealers for display purposes.

This new and striking piece of display advertising material is in the form of a Cut-out, 2 ft. 5 ins. wide, and 3 ft. 3 ins. high; painted in ten colors by a new process which assures great durability. Slits in the sign provide for hanging a 1 or 1A Kodak Jr. Carrying Case in a natural manner over the shoulder of the figure in the Cut-out.

The figure is that of the Kodak girl in blue and white striped frock, which Kodak publicity has already made famous the world over.

All Kodak advertising in magazines and farm publications, and the full page Kodak Ads in the Rotogravure sections of weekly supplements, carry the line "At your dealer's." This new Cut-out

in your display window will say to all in your community "We are your dealer."

Five or six Kodaks, attractively arranged with Carrying Cases around the sign, add the thought "Here is your Kodak."

Such a display at once identifies your store as one handling Kodaks and Kodak supplies and appropriates for your benefit a share of our national advertising.

The preparation of this Cut-out represents a considerable investment on our part. The investment will prove a good one for us and for you too, *if*—you will use it in your display window from time to time and *if*—when it is not in the window, you will give it a prominent place in the store.

May we send one, *free of charge*, for this purpose?

Distribution by request only.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIX, No. 4

TORONTO, CANADA

August, 1922

"CAMERA!"

The cry of "*Camera!*" in the motion picture studio, like the crack of the pistol to a sprinter, or full speed ahead on the sea—means *action*.

There's a "camera" call now in the field of amateur cameras.

On Sunday, August 13th, when nearly half a million people opened their favorite weekly paper they saw a full page advertisement of the No. 1 *Special* on the back of the picture section.

Admiration and a desire for possession fills the minds of thousands of these readers.

Many will buy as a direct result of this advertising, but for every one who buys there are dozens who will wait for some additional suggestion to buy.

The number of \$50 bills this publicity puts into your hands depends on how you reach out to get them.

In advertising that you can offer this masterpiece, quote from our advertisement if you wish. We say, "Since the introduction

of the Kodak thirty-four years ago, there has been no more signal achievement in hand camera construction."

When you display the No. 1 *Special*, give it your best window and let it have the whole stage. (One dealer doubled his June Kodak business as the result of one window display.)

Let the recognized head of the Kodak Department, or "the boss" himself, take part in demonstrating this instrument.

In selling we suggest that you emphasize the range of automatic speeds, the helpfulness of the exposure plate, the Kodak Anastigmat *f.6.3* lens, the diminutive size of the camera, and its smart appearance.

As a reputation builder, the No. 1 Autographic Kodak, *Special*, justifies all the praise we can give it; as a profit producer it justifies all the enthusiasm and effort you can put behind it.

"*Camera!*"

(See page 4 of this circular.)

EASTMAN SAFELIGHT LAMP

This new metal lamp is designed to replace the Velox Dark Room Lamp which will no longer be supplied. It is designed primarily for sink illumination and may be directly attached, by means of a swivel screw-plug, to an electric drop cord. Its lighting is direct, not indirect as in the Wratten Lamps, therefore a Mazda bulb of only 10 or 15-watts will suffice, giving practically the same illumination as a 25-watt bulb in a Wratten Lamp.



Any series of Wratten Safelight can be used, but the Series 00 is supplied unless otherwise ordered. The price is the same whichever series of light is specified. Price, including plug, socket, and one Series 00 Wratten Safelight, 5 x 7, but without bulb—Catalogue List \$3.50, Dealers' Discount, 25%.

You sell the most goods to the enthusiastic amateur. Kodakery keeps them that way. Get the name on the dotted line.

EASTMAN DUPLITIZED X-RAY FILM

For the convenience of customers purchasing Eastman Duplitized X-Ray Film in large quantities, we have made arrangements to supply packages of six dozen films in sizes 8 x 10 and larger.

This is in addition to the single dozen packages in which all sizes of Duplitized X-Ray Films are now supplied.

Everyone profits more when a larger package is sold. The customer benefits in several ways—the price per dozen is a little less than for six single dozen packages and there is less danger that he will be out of film at a critical moment.

You benefit by increasing the size of the individual sale. The larger package reduces the cost of selling, wrapping, handling and checking.

EASTMAN DUPLITIZED X-RAY FILM

Package of Six Dozen

Size	Per pkg.
8 x 10	\$19.10
10 x 12	30.00
11 x 14	38.25
14 x 17	58.05
Dealers' Discount 25% and 10%.	

STAMP TAX

In Effect August 1st, 1922

On all cheques under \$5,000 issued on or after August 1st, 1922 the tax is 2 cents for each \$50 or fraction thereof.

On cheques of \$5,000 and over the tax is \$2.00.

1923 CALENDAR MOUNTS

Though different in many respects, the 1923 Amateur Calendars are the same in principle as the popular "Parkview" Calendar mounts of last year—a firm mount, to which a twelve sheet calendar pad is attached supporting a mask, which makes an attractive frame for the photographic print.

The "Frontenac," as the new Calendar Mount for 1923 has been styled, has a mask made of light olive drab cover stock, finished to resemble seal grain leather. The borders of the mask are printed in a darker shade and on the flap which conceals the calendar pad the word "Greetings" appears in raised letters.

This mask and the mount or base board which is made of heavy, dark brown cover stock, are fastened together at the top. A bit of silk braid tied in a bow knot at the front adds to the attractive appearance of the calendar and provides a means for hanging.

Each calendar is enclosed in a substantial envelope for mailing.

Frontenac Calendar Mounts will be ready for shipment Sept. 1st, and as the supply is not unlimited,



we advise ordering early to avoid disappointment. Furnished in two styles—for vertical and horizontal pictures and in sizes with prices as follows:

FRONTENAC CALENDAR MOUNTS

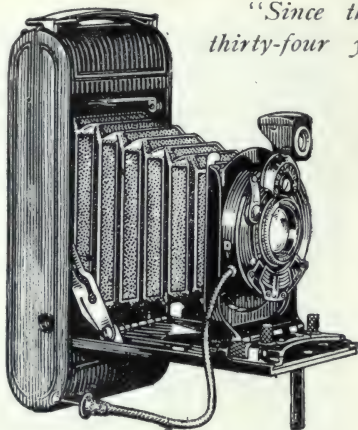
					Price per 100
V. P. K. for prints	$1\frac{5}{8}$	x	$2\frac{1}{2}$	V or H	\$13.00
No. 1	"	"	$2\frac{1}{4}$	" " "	14.00
No. 1A	"	"	$2\frac{1}{2}$	" " "	15.00
No. 3A	"	"	$3\frac{1}{4}$	" " "	17.00

Dealers' Discount 40%

Lots of less than 100 at proportionate prices.

Calendar Pads: Style A, size 1	x	$1\frac{1}{4}$	Per 100	\$1.00
Style B, size $1\frac{1}{2}$	x	$1\frac{7}{8}$	Per 100	1.00

Dealers' Discount 25%



"Since the introduction of the Kodak thirty-four years ago there has been no more signal achievement in hand camera construction" — that's what the Kodak Company says about this camera, and we're featuring it because we know they're right.

No. 1 Autographic Kodak *Special*

WITH Kodak Anastigmat Lens *f*.6.3, Eastman-made for sharp, brilliant negatives, and Kodamatic Shutter, Eastman-made for accuracy with seven adjustable speeds from 1/2 to 1/200 second and time and bulb actions, this camera is ready for any picture in the hand camera field.

It weighs but 18 ounces, it's about as small as your hand, it makes $2\frac{1}{4} \times 3\frac{1}{4}$ inch pictures.

We consider the No. 1 *Special* a prize for the price—

\$50

Richard Roe & Company

1201 Tripod Avenue

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIX, No. 5

TORONTO, CANADA

September, 1922

THE MONTH OF OPPORTUNITY

Think of the wide variety of pictures that are taken in September and you will see how big your opportunity is for making this a banner month at your Kodak counter.

According to the almanac there are several weeks of summer left. Many people claim they are the best weeks of all, so don't put away your flannel trousers or your warm weather selling arguments.

Sales methods that worked earlier in the season will work equally well in September. Outdoor sports are at their height, vacation and camping interest thousands of people. Motoring is more popular than in the hotter months. The echoes of all these good old sales arguments will be heard over the Kodak counters of live-wire dealers during September.

And September furnishes some fresh leads to work on. New classes are entering the schools and colleges. Every student ought to keep a Kodak Album of his experiences.

Hunters are just getting ready. Each hunting outfit should include a Kodak. Farmers who wouldn't buy earlier will buy now because they know how their crops are turning out. Never was the appeal of child pictures more opportune—parents realize how fast the children grow when they see the youngsters starting off to school.

Obviously there should be no let-up in your selling efforts during September, either behind your Kodak counter, in your display window or with your advertising in the local paper.

All these should work continually toward camera sales by attracting every prospect in your community to your store.

Just do your best to get more prospects and sell more prospects. Your best and the opportunities of the season will be plenty good enough to make September a banner month for Kodaks sold.

ACTIVITY ALL ROUND

During the coming fall months Kodak advertising in Canadian Farm publications will be more than double what it has been during the same period in any previous year.

Why?

Because we believe that the farm field is going to offer splendid opportunities for new business.

In practically all parts of the Dominion a bumper crop has been or is being harvested. Following the marketing of this crop, the farmer will enjoy a period of prosperity. He will have the money to invest in what new equipment the farm needs and some over for a few of the so-called luxuries of life.

Every farm home should possess a Kodak, for here it finds not only the pictures that are made for pleasure but pictures that have a practical value—that assist in the business of farming.

The double appeal of the Kodak on the farm will be felt in farm homes throughout the Dominion during the next few months. 500,000 Kodak ads in farm publications each month will attend to that. But your advertising and your best selling efforts must back up this advertising if it is to accomplish its purpose and place Kodaks in farm homes.

This unprecedented volume of Kodak farm publicity paves the road to many sales. How many depends upon your individual efforts.

FOR THE HUNT

Small size and compactness, ease and simplicity of operation—these are features in a camera that will interest sportsmen.

What the sportsman wants is a camera that he can slip into the pocket of his hunting jacket, one that he can get into action quickly when the picture opportunity occurs and one that he can depend upon for results. Such a camera is the No. 1 Autographic Kodak Jr., and what sportsman is going to hesitate over the investment of \$12.00 for a very necessary item of his hunting equipment.

Keep the No. 1 Junior to the fore during the hunting season.

NEW PRICE TICKETS

We have a few illustrated price tickets for use in displaying the Kodak Auto Focus Enlarger, the Kodak Amateur Printer and the Kodak Film Tank. They are cards about 3 x 5 inches, containing the name of the article, the list price and a small photographic reproduction showing the article in use.

These tickets will be sent only on order. If interested please address the Advertising department.

STOLEN CAMERAS

The loss by theft of the following cameras is reported under date of August 5th by the Pharmacie Larose, 651 Boulevard St. Laurent, Montreal, Que.:—

2C Autographic Kodak Jr.
No. 174494, with f.7.7 lens,

1A Autographic Kodak Jr.,
No. 531181, with f.7.7 lens.

PRINTER COMMERCIAL KODAK

This printer for the Amateur Finisher takes plate or film negatives up to $3\frac{1}{4} \times 5\frac{1}{2}$ or 4×5 inches, is arranged for either strip or single negative printing, is fast, compact, simple (and therefore dependable), and the cost is low. The printer includes a complete set of flexible metal masks in six sizes, from Vest Pocket to 3A, a 150-watt Mazda C lamp, a ruby lamp; and 5 feet of electric cord with plug. The price is: List price \$55.00. Dealers' discount 25%.

Rapid placing of the mask negative and paper is provided for by clamps, which may be adjusted for white margins of $1/8$ to $7/16$ inch.

In addition to the diffusing ground glass a second glass is provided to retard the light when working from thin negatives.



On the platen are a self-inking numbering stamp (which automatically prints the number of the finishing order on the back of each print), and an automatic counting device (which records the number of exposures made.)

A wooden flange, built around the body of the printer, as shown in the illustration, is provided so the apparatus may be set in an opening cut in a printing table.

The entire equipment weighs but $15\frac{1}{2}$ lbs. Its dimensions are $10\frac{1}{4} \times 15$ inches, and it stands 12 inches high with the platen down.

NEW GOODS

We announce an addition to the line of De Luxe Enlargement Mounts, a new size for prints 7×11 inches.

De Luxe Enlargement Mounts

No.	For Prints	Size Outside
M	7×11	$11\frac{1}{2} \times 15\frac{1}{4}$
Per Dozen		Per Hundred
\$2.15		\$15.75
Dealers' Discount 25%		

DISCONTINUED

The Wratten Improved Electric Dark Room Lamp has been discontinued, this having been replaced by the Eastman Safelight Lamp, announcement of which was contained in last month's Kodak Trade Circular.

The Kodak Anastigmat f.6.9 Lens has been discontinued as equipment for the Vest Pocket Autographic Kodak Special, fixed focus model.



A good crop is a source of pride as well as profit. Modern farmers take a keen interest in keeping a Kodak record of each year's production. The autographic feature makes it a *real* record—date and title written on the film at the time.

No. 3A
Autographic Kodak
Price \$22.50

Other Kodaks from \$6.50 up.

Richard Roe & Company

1201 Tripod Ave.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIX, No. 6

TORONTO, CANADA

October, 1922

THE FILM THAT SAVES THE TRADE—KODAK FILM

There's nothing worse for the amateur photographic trade than telling the amateur he can do things that he cannot do.

Every experienced dealer knows that the average camerist is prone to attempt snap-shot exposures under impossible light conditions. In spite of his manual and in spite of continued warnings from the dealer and from photographic publications, he wastes film and perhaps becomes discouraged because he doesn't follow the rules.

For this reason it has always been our policy to hold him down to a little less than he can really do, rather than get him into photographic errors by encouraging him to attempt too much. We have always understated rather than overstated the qualities of

our film in latitude and speed in order to protect the snap-shotter from his own mistakes.

This policy we shall continue. We shall not permit the extravagant claims of other manufacturers to start us on a P. T. Barnum advertising campaign. The film has not yet been made that has the latitude of the human eye or the speed of a cat's eye on a dark night. We don't want our customers to expect the impossible from our products.

But this we will say: We make constant drastic tests of our own film and of the film turned out by other makers. Up to the present time, we have never been able to find a film that equals ours—to say nothing of exceeding it—in speed, latitude or keeping qualities.

THE MEAT COURSE

You have noticed that the Trade Circular runs four or eight pages, seldom more. And it's all meat. The soups, the entrees, and the

desserts are now coming to you each month through the *Kodak Salesman*. For your store's health, read both.

USING WINTER BOOKS TO MAKE SALES

A new miniature Kodak Catalogue, which we will call the Kodak Winter Booklet, will be ready about the 1st of November. In size and weight this new booklet is designed for mailing with a letter in a regular sized envelope to a list of your best prospective customers.

To accompany these booklets one dealer may write two or three letters to different lists, each letter emphasizing a different camera.

To a list of school boys and girls the letter would perhaps feature the No. 1 Autographic Kodak Jr., pointing out its low price, its small size and the ease and simplicity with which it makes good pictures. To such lists as business and professional men, Country Club members, etc., he would stress the quality of the new No. 1 Autographic Kodak Special, emphasizing the speed of its shutter, the capacity of the lens, its distinguished appearance and handy size. Of course in all letters he would refer

to the completeness of his stock and offer to be of service in selecting the camera which suits the requirements of the individual addressed.

On request our Advertising department will be glad to draft such letters for any dealers to mail with the Winter Books. Let us know what is the nature of your mailing lists and what cameras you wish featured.

Whether you distribute your books over the counter or by mail, we should like to have the order soon. The booklets are free in reasonable quantities and there is no charge for the letter copy service.

SUITABLE FOR FALL

Following is a list of publications which are suitable for Fall distribution at your counter or by mail: "At Home with the Kodak," "About Lenses," "By Flashlight," "Large Pictures from Small Cameras."

The above named booklets are constantly being revised and reprinted so that your orders can be filled promptly.



Let your Kodak

keep the Christmas Story

RICHARD ROE & CO.

1201 Tripod Avenue

It's only a few weeks to Christmas, none too soon to be thinking about your advertising plans for the holiday season. This street car card will direct Christmas shoppers to your store. On request we will supply them, imprinted for street car use. Please order by number—Car Card 823.

NEW GOODS

MASKS FOR COMMERCIAL KODAK PRINTER

Masks for the Commercial Kodak Printer, when furnished separately, will be supplied in sets of six at 90 cents per set.

Dealers' discount 25%

EASTMAN X-RAY FIXING POWDERS

Eastman X-Ray Fixing Powders are the final step in the standardization of the development and fixing of X-Ray Films and Plates. They are ready for use by the simple addition of water. The solution thus obtained is clear and colorless. It fixes quickly and has the maximum useful life. The powders combine fixing with thorough hardening and being acid in reaction any developer left in the negative after rinsing is quickly neutralized and stain is eliminated.

The No. 1 Powders are in cardboard containers and come 36 Packages to a case. The No. 5 size is packed in tin container with 6 Packages to the case.

Prices

No. 1, to make 1 Gallon of solution	\$0.75
No. 5, to make 5 Gallons of solution	3.25
Dealers' discount 33⅓%	
In five case lots 40%	

EASTMAN M. Q. DEVELOPER IN SEALED GLASS TUBES

Heretofore the M. Q. Developer in sealed glass tubes has only been offered to the trade in boxes of 100 tubes. There has, however, been a persistent demand for a package similar to that provided for Hydrochinon, Eastman's Special and Eastman's Pyro Developer. In order that you may satisfy this demand we now offer the Eastman M. Q. Tubes in cartons of five tubes.

List price per package of five tubes	\$0.35
Dealers' discount 33⅓%	

DISCONTINUED

The manufacture of the Eastman Printing Frame in the 3½ x 3½ size has been discontinued. The light demand for a frame of these dimensions can be satisfied with the 4 x 5 Eastman Printing Frame.

The Velox Room and Dark Room Lamp, listed on page 53 of the 1922 Condensed Price List has been withdrawn, having been replaced with the new Eastman Safelight Lamp which was announced on page 2 of the August Trade Circular.

PRICE CHANGES

Effective Sept. 8, 1922

Hydrochinon

(1922 Condensed Price List, page 68)

1 Oz. Can	\$0.22
¼ Lb. Can62
½ Lb. Can	1.15
1 Lb. Can	2.15
5 Lb. Tin	10.60

Dealers' discount 33⅓%

In 25 Lb. lots assorted, 40%

Effective Sept. 30, 1922

Batteries No. 789 for F. & S. Finger Print Camera

(1922 Condensed Price List, page 17)

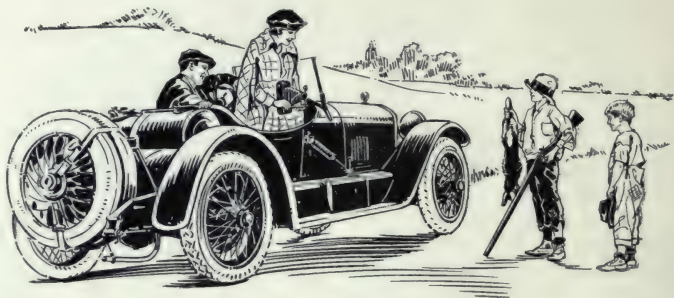
Price, each

Dealers' discount 25%

STOLEN CAMERA

The loss by theft on Sept. 6th, of Auto Graflex Jr., No. 103758, fitted with B. & L. Tessar Series Ic., f.4.5 lens, is reported by the T. Eaton Drug Co., Limited, Toronto.

*If it isn't an Eastman—
it isn't Autographic*



Kodak as you go

Slip a Kodak into the side pocket of your car and get a story of your autumn trips. Keep a few "spare" rolls of Kodak film there, too—you'll need them.

We have Autographic Kodaks from \$6.50 up, and all sizes of Kodak film.

Richard Roe & Company

1201 Tripod Ave.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIX, No. 7

TORONTO, CANADA

November, 1922

HOW CHRISTMAS COMES TO KODAK DEALERS

Christmas comes but once a year to most of us, but to Kodak dealers it comes every day after the 25th of November, when the first of the Kodak Christmas advertisements appear in the magazines. After that almost every day is a Red Letter day on the Kodak calendar.

The last three days of November, for instance, will see 250,000 Kodak advertisements, printed in colors on the back covers of five leading Canadian magazines, go into circulation. This will be followed during the first ten days of December by the circulation of more than half a million ads in farm magazines. That's the climax, but not the end. They keep coming right up to Christmas Day, and the grand total is a circulation of more than a million and a half.

Altogether, 1,500,000 of them—1,500,000 Christmas Gift suggestions—1,500,000 Kodak suggestions.

A miniature reproduction of the

Kodak Christmas advertisement appears on the following page, accompanied by a schedule which may be useful for timing your own advertising.

In the month preceding Christmas Day, the suggestion to "Keep Christmas with a Kodak" will be felt in almost every home, whether urban or rural. From the 25th of November to the close of business on Christmas Eve, Kodak dealers' windows in city, town and village should constantly suggest "Kodaks for Christmas." Their local newspaper, street car and direct mail advertising should do the same. Kodak Winter Booklets, Christmas Show Cards and a Christmas Enlargement will be ready on December 1st in time for the holiday drive.

Our advertising, plus your best selling efforts—that'll make it a Kodak Christmas, a profitable Christmas at your Kodak counter and a Merry Christmas for you.

TIMING YOUR CHRISTMAS ADVERTISING

In the accompanying schedule are listed the publications in which the Kodak Christmas advertisement will appear. As distribution dates are given, this schedule may be use-

ful for timing your advertising. Check the publications most widely distributed in your district. Note the distribution dates and time your own advertising accordingly.



Keep Christmas with a Kodak

While far too excited to dress, little Jane has popped into bed again to pose for a picture with mother's new Kodak.

And that only starts the fun. Even now father and Uncle Stan are renewing their youth in a snowball fight—and there's another picture.

Kodak is a gift that slips out of the holiday box into the spirit of Christmas.

Autographic Kodaks \$6.50 up

Canadian Kodak Co., Limited, Toronto, Canada

Miniature reproduction of the Kodak Christmas Ad.

Publication	Distribution Date
Canadian Home Journal	Nov. 28th
Everywoman's World	Nov. 25th
MacLean's	Dec. 15th
Western Home Monthly	Nov. 30th
Saturday Night	Nov. 30th
La Canadienne	Dec. 1st.
La Revue Moderne	Nov. 30th
Le Samedi	Dec. 9th
Canadian Countryman	Dec. 2nd
Family Herald and Weekly Star	Dec. 5th
Farm and Dairy	Dec. 14th
Farm and Ranch Review	Dec. 5th
Farmer's Advocate (Winnipeg)	Dec. 10th
Grain Growers' Guide	Dec. 6th
Nor' West Farmer	Dec. 5th
Farmer's La Presse	Dec. 6th
Star Weekly (Roto.)	Dec. 9th

DO YOUR CHRISTMAS BUYING EARLY

You have probably sent in your principal order for Christmas Kodaks, Albums, sundries, Calendars and supplies, but it is not too late to remind you to allow as much time as possible to get rush orders in your hands.

We are ready to do our part instantly with full stocks of merchan-

dise and greased skids.

But you can't say so much for the Railways. They are doing their best too, but business has taken an upward leap. There may be a jam later.

Send your orders by telegram or telephone in emergencies.

But don't take too long a chance

DON'T SHIFT LENSES

A man entered the Great North Woods.

Strapped to his pack was a new Kodak bought at a store miles from civilization.

Weeks later he came back with sixty rolls of film—360 exposures.

He sent the film to a Kodak dealer's to be developed.

Not one negative was good.

"The camera must be at fault", said the letter he sent us with his Kodak.

It was.

Some person "wiser" than the manufacturers had juggled the lens. Originally an R. R. lens composed of a front and a back element, it had become a single element lens, one element having been removed before the camera was sold.

So we repeat an old warning: Don't shift lenses. The lens of every Kodak and Brownie camera is properly tested, fitted, and focused before it leaves the factory. Tampering with lenses is an invitation to trouble.

Don't shift lenses.

DO NOT CONCEAL THE EXPIRATION DATE

The expiration date on Kodak film is put there to protect your good name and ours. If your film stock is properly kept—new film at the back, older film in front—it will flow out so you will not have to return expired film for allowance.

Recently film has been returned to us bearing stickers placed by the dealer which completely conceal the expiration date. Hereafter, in the interest of our trade as a whole, we shall not allow any credit where the expiration date has been obliterated or concealed.

The expiration date on film corresponds to the "Stop!" warning at a dangerous curve on the highway. To conceal the warning may cause a bad accident. You wouldn't conceal a "Stop!" sign, don't conceal the expiration date.

Car Card 831

The card illustrated here will be sent on request to dealers for use in street cars. In ordering, please state with what company you have a contract for running cards, and how many cards you require.



Keep Christmas

with a

KODAK

Autographic Kodaks, \$6.50 up
Kodak Film in the Yellow Box

RICHARD ROE & CO. 1201 Tripod Avenue

EASTMAN CLINICAL CAMERA OUTFIT

The use of photography is one of the marked developments in medical practice. Originally confined to photomicrographic work, it has expanded to include roentgenology, clinical examination and



CAMERA IN POSITION FOR PHOTOGRAPHING
OBJECTS ON FLOOR, STAND OR IN TANK

kindred subjects. Its use as a means of clinical record has created a demand for a clinical photographic unit which has led to the development of the Eastman Clinical Camera Outfit, designed for use in depicting surface lesions, abnormalities, pathological specimens, operating technique and similar subjects.

The outfit consists of the Eastman Clinical Camera, a collapsible stand with tilting top, and two Eastman Floodlights.

The 5 x 7 camera is equipped with Kodak Anastigmat Lens *f.* 7.7 in No. 2 Kodamatic Shutter, a collapsible focusing hood, one double Cut Film or Plate Holder*,

*In ordering please specify which is wanted.

one Lantern Slide Back and one Enlarging Back. The shutter has seven speeds from 1-150 to 1/2 second, and time and bulb actions. A scale on the camera bed permits setting the camera for images one-eighth, one-quarter, one-half, or the full size of the subject, enabling the operator to make exposures at intervals and secure images of exactly the same size each time—a requisite for proper comparison.

The tilting top of the stand permits the operator to photograph objects placed on the floor or on a table, and objects placed in a tank of water to eliminate undesirable reflections and shadows. This feature also permits making views from many different angles and the adjustable stand gives a wide range of heights.

The Eastman Floodlight is an essential unit in this outfit. Its even light permits standardized exposure. It requires a 500-Watt Mogul base lamp, but this is not supplied by us.



CAMERA READY FOR ENLARGING

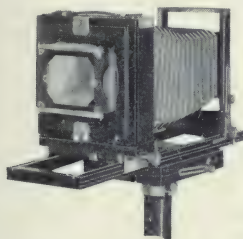
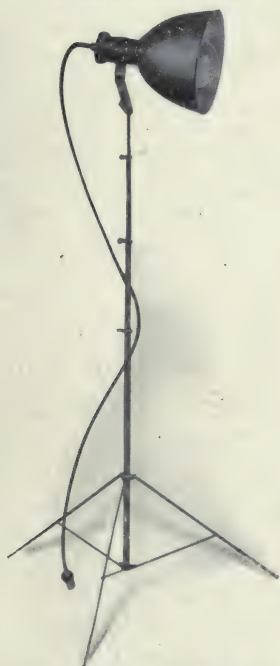
EASTMAN CLINICAL CAMERA OUTFIT (Continued)

Catalogue

Eastman Clinical Camera Outfit Complete, including Camera, Lens and Shutter, Lantern Slide Back, Camera Stand, Enlarging Back and 2 Eastman Floodlights	\$175.00
Dealers' discount 32%	

Parts supplied separately:

Camera only, without lens	70.00
Kodak Anastigmat <i>f.</i> 7.7 Lens, fitted to No. 2 Kodamatic Shutter ..	40.00
Lantern Slide Back	10.00
Camera Stand	17.50
Enlarging Back	10.00
Eastman Floodlight, each	25.00
Dealers' discount 33 $\frac{1}{8}$ %	

CLINICAL CAMERA READY FOR
LANTERN SLIDE MAKINGEASTMAN FLOODLIGHT FOR USE WITH
EASTMAN CLINICAL CAMERA OUTFITHOW TO CORRECT WHAT
IS WRONG

"The Kodak clerk tells me what is wrong, but he doesn't tell me how to correct what is wrong. He says the focus of my pictures is bad. What should I do about it?"—From a customer's letter.

Of course this customer should have asked her dealer then and there how to correct the fault, but she didn't. She wrote us. That is proper enough, but frequently she could be spared that trouble if your salespeople would voluntarily point out *how to correct what is wrong*. It takes only a moment longer to do that and it makes a friend for your store.

In case of doubt, the Service Department, here at Toronto, will solve the problem for you or for your customer. "Better pictures mean better business."

Two Kodak dealers
buy 200 copies of
Kodakery per month.
How many do you
take?

COUPON WORTH 60c.

The Kodakery coupon in manuals has a merchandise value of sixty cents. In exchange for it, properly filled out by the customer, we will send twelve copies of an entertaining, instructive magazine. There is a coupon in every manual, and a manual in every camera carton. Please do not ask us to send Kodakery free to any customer who does not present the coupon. There are three ways by which the public may get Kodakery. 1—the coupon; 2—5c a copy over your counter; 3—60c a year by mail.

INSTRUCTIONS FOR TRAY DEVELOPING

Instructions on developing accompany all films and film pack tanks, but no instructions accompany trays. For the benefit of tray users we issue direction sheets, pads of which for film and film pack are supplied with a dealer's first order. Duplicate pads may be obtained on request. These sheets also give information about tank developing—the all-daylight way.

CALENDARS

The intrinsic value of a calendar is small, but the sentimental value of a Frontenac Amateur Calendar mounted with a picture made by the one who presents that calendar to a friend as a Christmas or New Year's Greeting is very great.

It makes a Christmas remembrance that is personal and attractive.

Frontenac Calendars will solve many a Christmas problem if prominently displayed.

EASTMAN X-RAY FILM VIEWING CLIPS

Model 2

These clips are made of spring wire which holds a small roller in contact with the illuminator glass. Films are easily slipped under this roller—the spring insuring constant pressure. Can be easily bent to conform to various depths of illuminator moulding.

Eastman X-Ray Film Viewing

Clips, Model 2, per dozen... \$1.25

Dealers' discount 33⅓%

Eastman X-Ray Film Viewing Clips, as listed on page 52 of the Condensed Price List, are still available as heretofore. Please note in the book that the clip listed there is Model No. 1.

EXTRA CLIPS FOR EASTMAN FILM DEVELOPING HANGERS

Extra Clips for the Eastman Film Developing Hangers Nos. 2 and 3 are now available. The addition should be made on page 52 of the 1922 Dealers' Condensed Price List.

Extra Clips for Eastman Film Developing Hangers Nos. 2

and 3, price each \$0.06

Dealers' discount 33⅓%

EASTMAN SPOTTING COLORS

Eastman Spotting Colors will hereafter be supplied in sets consisting of Sepia, White and Black, which we believe will be more satisfactory than as supplied heretofore. There is no change in the selling price.

PRICE CHANGES

Since the last Trade Circular was issued we have made the following changes which should be noted in the Condensed Price List:

Effective Oct. 16, 1922

GLACIAL ACETIC ACID

(1922 Condensed Price List, page 67)

1 Lb. Bottle \$0.70

5 Lb. Bottle 2.50

Dealers' discount 33⅓%

CITRIC ACID, POWDERED

(1922 Condensed Price List, page 67)

1 Oz. Bottle \$0.18

¼ Lb. Bottle43

½ Lb. Bottle75

1 Lb. Bottle 1.40

Dealers' discount 25%

POTASSIUM BROMIDE

(1922 Condensed Price List, page 67)

1 Oz. Can \$0.11

¼ Lb. Can23

½ Lb. Can37

1 Lb. Can65

Dealers' discount 25%

EASTMAN X-RAY FIXING POWDERS

(October Trade Circular, page 3)

No. 1, to make 128 ounces of
solution \$0.60

No. 5, to make 640 ounces of
solution 2.50

Dealers' discount unchanged

DISCONTINUED

EASTMAN X-RAY TANK, as listed on page 62 of the Condensed Price List, is withdrawn from the market.

ALBUMS—the manufacture of the Forum, Apollo and Tiber Albums has been discontinued. Comparatively recent additions to our line of Albums make the further

listing of these styles unnecessary. Satisfactory substitutes may readily be found to meet any demand for the discontinued lines.

PRICE LIST CORRECTION

Alum, Potassium, Powdered, which will be found listed on page 67 of the Condensed Price List, should read "Alum, Powdered." Please correct your Price List accordingly.

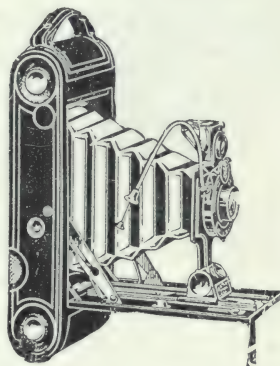
STOLEN CAMERAS

The loss by theft of 3A Autographic Kodak Special, No. 5855, fitted with Kodak Anastigmat lens *f.* 6.3 and Kodamatic Shutter, is reported by Mr. A. M. Cunningham, 3 James St. N., Hamilton, Ont.

Mr. Theodore P. John, 77A Quesnel St., Montreal, Que., also reports the loss of a 3A Autographic Kodak Special. The serial number of this camera is 43200. It is equipped with Optimo Shutter and Kodak Anastigmat *f.* 6.3 Lens. the serial number of the lens being 15288.

Be sure that the purchaser of a gift camera buys some film also, in order that the lucky recipient may make some pictures on Christmas day.

*A Gift that slips out of the holiday
box into the spirit of Christmas.*



No. 1 Autographic Kodak Jr.

For Pictures
 $2\frac{1}{4} \times 3\frac{1}{4}$ inches

Price \$12.00

Here is a Kodak stripped for action, everything you want for good pictures but no photographic flourishes to confuse. So simple that it will be easy to make good pictures of the Christmas Day fun.

The attractive finish of the No. 1 Junior makes it a camera we are proud to show and one that you will be proud to give.

Other Kodaks from \$6.50 up—
Brownies \$2.00 up.

Richard Roe & Company

1201 Tripod Ave.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIX, No. 8

TORONTO, CANADA

December, 1922

PUSH KODAKS FOR CHRISTMAS — AND ENJOY A HAPPY NEW YEAR

There is the merchandise that goes off your shelves with a loud hurrah—"Christmas stuff." When it is gone it's gone and that's the end.

And there is the quieter sale. Christmas sees only the beginning of your profits on the sale of a Kodak. There's a following profit on film, another profit on finishing, a profit on albums, a profit on tripods, portrait attachments, carrying cases. *Certain profits, inevitable profits.*

A Kodak sale is "a sale that makes a sale."

HOW TO MAKE MORE EFFICIENT CLERKS

This is a problem. Solve it and you may double your profit on the same invested capital. *Disinterestedness* is the curse of the clerk. It handicaps him and it injures you.

Our new book, "Selling Kodaks and Supplies," will not solve the entire problem. But it will help make your Kodak salespeople more productive.

It will increase their knowledge. It may give them a new sense of the

dignity of their job and the possibilities it holds for personal growth.

If a man or woman will learn one thing thoroughly he will, at the same time, acquire a habit and a capacity for learning which will make him invaluable as your assistant.

This new book will start your salespeople on the road to a thorough understanding of the Kodak line.

Copies are sent only on request.

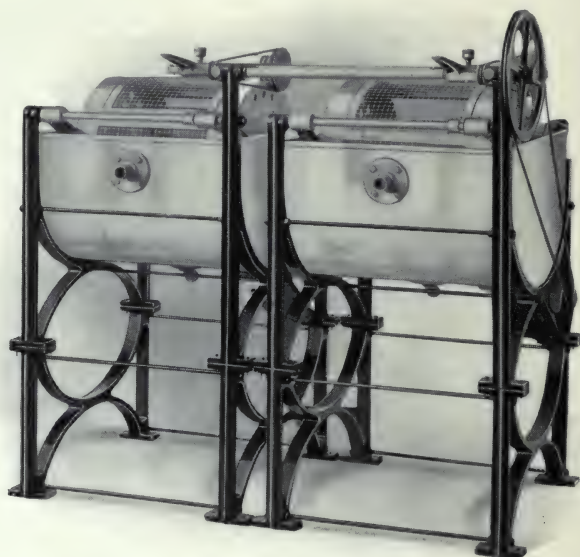
EASTMAN PRINT WASHERS

Operated Singly or in Gangs

The Eastman Print Washer is now supplied either with or without motor, and with the substitution of a new type of shaft which permits two, three or four washers to be operated by the power furnished by one motor.

repeated until four washers are in line, the motor of the first washer operating the three additional machines in a perfectly satisfactory manner.

As will be seen by our illustration, the short shaft on each washer



A battery of two, three or four Eastman Print Washers may now be operated on one motor, reducing both cost of equipment and cost of operation.

When a washer is ordered without motor an extra shaft is furnished which is easily substituted for the shaft on the washers which have previously been furnished with motors.

When this new shaft has been placed on the motor-driven washer it is only necessary to set a second washer, without motor, in line with the first, slip the long coupling, which is furnished, over the ends of the shafts on each machine, when the one motor will run the two machines. This may be

has two projecting ends and through each of these is a steel pin. The tubular coupling which reaches from one machine to the other has two slots on each end and these slots fit over the pins on the shafts, making a very simple but efficient coupling.

When the machines are lined up and coupled together they are attached to the floor, or the lower portion of the stands may be removed and the washers set on a low table or in a sink.

The economy of such an arrange-

ment can readily be seen. The washers without motors cost less and the cost of operation is less when one motor can be used to operate several washers.

When a large quantity of work is to be handled, it can be done much more efficiently by keeping the prints in comparatively small batches and washing them in separate washers. By the time the third or fourth washer is filled the prints in the first washer are ready for drying.

At a conservative estimate each of these washers will thoroughly wash a batch of 200 or less prints of assorted sizes up to and including $3\frac{1}{4} \times 5\frac{1}{2}$, and in as short a time as any washer will do the work.

The price of the Eastman Print Washer, complete, with 110-volt motor, is, \$125.00, without motor, including extra shaft and coupling, \$100.00. The dealers' discount is $33\frac{1}{3}\%$. In ordering washers with motor, specify whether direct or alternating current motor is desired. (Price of 220-volt motor on request.)

ONE WAY TO SPEED UP YOUR SALES

From Printers' Ink

Every day, everywhere, merchants are losing business because of the inadequacy of their stocks.

To be sure, the retailer who overbuys is not able to show a profitable rate of turnover. But underbuying is just as bad as overbuying. In fact, to be constantly out of certain important items of merchandise is one sure way to slow up turnover. A retailer cannot sell what he is "just out of." His sales suffer because of his failure to keep an adequate stock.

In still another respect does underbuying retard sales. Even though a merchant may have a certain article in stock, his customers will not buy it enthusiastically because his assortment is not complete enough to be inviting. People like to buy from full lines.

EASTMAN ABRASIVE REDUCER

The addition of Eastman Abrasive Reducer to the line of Kodak Chemicals provides a medium for local reduction on film or plate negatives.

PRICE

Per Can \$0.50
Dealers' discount $33\frac{1}{3}\%$
In lots of 12 cans, 40%

NEW ADVERTISING MATTER

Winter Show Cards—the Christmas Enlargement—the Kodak Winter Booklets—these are new things from the Advertising Department now in your hands. Use them for the holiday drive.

The show cards—there were five of them in all—will help you with your window trims. The Christmas enlargement itself will suggest an effective display and there is an idea for a trim, with this enlargement as a centre-piece, on page 9 of the December Kodak Salesman.

Distributed on your mailing list, the little Kodak Booklets will help many of your customers decide their Christmas problem right at home.

The material is supplied to help you make this a Kodak Christmas, a busy Christmas at your Kodak counter and a Merry Christmas for you.



One of the uses of a Cirkut Camera—A miniature reproduction of a large photograph.

CIRKUT CAMERAS

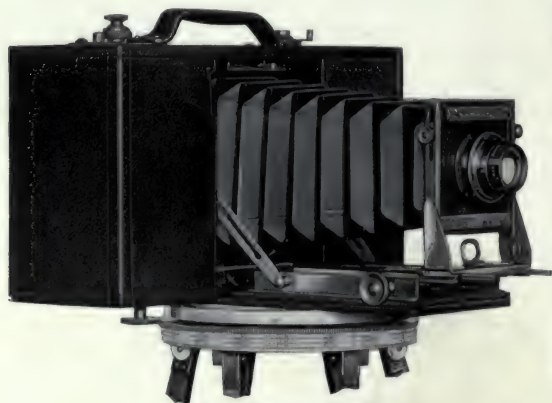
Cirkut Cameras are not new. They have been in use for several years but up to now Canada, as a potential market for cameras of this type, has been undeveloped. True there are a few Cirkut Cameras being used in a commercial way in this country, but only the barest fringe of the possibilities of the home market has yet been touched.

We believe that this market holds great possibilities and are pleased to announce arrangements with the manufacturers which will enable us

to offer to the Canadian trade the line of Cirkut Cameras manufactured by the Eastman Kodak Company.

The Cirkut Camera has opened up an unlimited field for the production of unusual and highly profitable pictures. It makes negatives ranging from five inches wide by fifteen inches long to sixteen inches wide by twenty feet long. Any length of negative that the subject calls for within this wide range can be made on Eastman Daylight Loading Roll Film. Any angle of view up to the complete circle of 360 degrees can be recorded on the film.

Panoramic views of country estates; farm, timber and mining lands; real estate, resorts and manufacturing plants; groups and gatherings of all sizes, are increasingly in demand and offer the photographer, who owns a Cirkut Outfit, ample opportunity for creating new business—business that



Cirkut Camera No. 5



of a 10 x 38 inch group picture made with a No. 10 Cirkut.

could not be successfully handled with an ordinary view camera.

There are two Cirkut Outfits and three Cirkut Cameras. The Outfits comprise a camera, the well-known Revolving Back Cycle Graphic, and a panoramic attachment which can be placed in operating position easily and quickly without the use of tools.

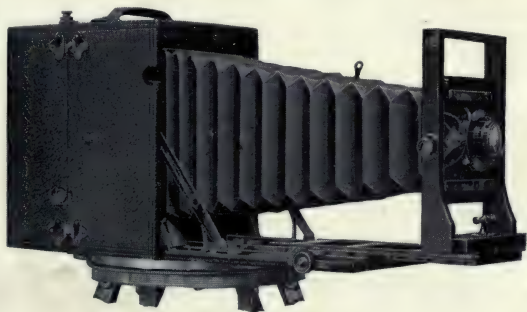
The Cirkut Panoramic Outfit is supplied in two sizes—5 x 7 and 6½ x 8½, taking films 6½ inches by 10 feet maximum length and 8 inches by 12 feet maximum length respectively.

The three Cirkut Cameras are exclusively for panoramic photography, being strictly revolving cameras. Within the film capacity there is no fixed length of picture and in two models even the width may be varied to accommodate the subject.

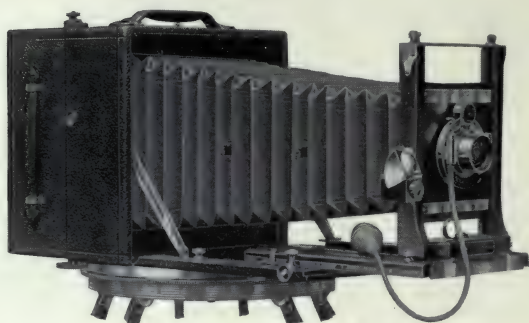
Cirkut Cameras and Cirkut Outfits all use Eastman Daylight Loading Film, which is made in a variety of lengths ranging from

15 inches to 20 feet. The cameras can be loaded and unloaded in daylight. More than one exposure can be made on the same film, a perforating device marking the film so that it may be cut apart without mutilating the negatives. A scale encircling the top of the tripod, indicates the length of film required for any angle of view with the various lens combinations, and an indicator at the top of the film magazine shows the length of film used, so there is no uncertainty as to the length of unexposed film on the spool.

Descriptive literature on request—ask the Advertising Department.



Cirkut Camera No. 8



Cirkut Camera No. 10

CIRKUT CAMERA PRICE LIST

- No. 5 Cirkut Camera complete, including Special Convertible Lens; 6¼, 11 and 14 inches, one set No. 2 Crown Tripod Legs, one Cirkut Tripod Top, Gears, Key and Carrying Case to hold complete outfit.... \$105.00
Cirkut Camera No. 5 will only be sold complete with lens.
- No. 10 Cirkut Camera complete, including Turner Reich Lens Series II No. 4; 10½, 18 and 24 inches, Double Valve Shutter, one F. & S. Professional Tripod, one Cirkut Tripod Top, one Bulb and Hose, Gears and two Carrying Cases to hold complete equipment..... 370.00
- No. 16 Cirkut Camera complete, including Turner Reich Lens Series II; 15, 24 and 36 inches in Double Valve Shutter. One F. & S. Professional Tripod, one Cirkut Tripod Top, one Bulb and Hose, Gears and three Carrying Cases to hold complete equipment 600.00
- Cirkut Panoramic Outfit, including R. B. Cycle Graphic Camera, Graphic Rapid Rectilinear Lens, No. 1 Automatic Shutter with Bulb and Hose, Gears and Cirkut Attachment, removable, Revolving Back and Double Plate Holder, one Cirkut Tripod Top, one 6½ inch Crown Tripod Top, one set No. 4 Crown Tripod Legs and two Carrying Cases to hold complete outfit No. 6 No. 8
 With Turner Reich Lens Series II in Shutter No. 2 (for \$210.00 \$270.00
 No. 6) triple foci 7½, 12 and 18 inches, No. 4 (for No. 8) triple foci 10½, 18 and 24 inches 250.00 330.00

Cirkut Outfits sold complete only.
 Dealers' discount 32%

PRICE CHANGES

Effective November 15, 1922

SODIUM CARBONATE (DES.)

(1922 Condensed Price List, page 67)
 Barrel, (275 lbs.) per lb., net \$0.10

SODIUM SULPHITE (DES.)

(1922 Condensed Price List, page 67)
 5 lb. Bottle \$1.40

Dealers' discount 33⅓%

Effective November 24, 1922

MOTION PICTURE FILM DEVELOPER NO. 16

(1922 Condensed Price List, page 68)
 Can, for 1280 Ozs. ready-to-use
 Solution \$4.00

Dealers' discount 25%

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Keep Christmas with a Kodak

Little Jane is no happier with her new doll than is mother with her new Kodak.

Let us show you the Kodak that will happily solve your gift problem. It's here.

Autographic Kodaks \$6.50 up

Brownies \$2.00 up

Richard Roe & Company

1201 Tripod Ave.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIX, No. 9

TORONTO, CANADA

January, 1923

NEW GRAFLEX PRICES

A year ago there was a drastic cut in the price of Graflex Cameras.

War costs had more materially affected the Graflex line than Kodaks and Brownies, on which there is a great quantity production, and Graflex prices had become almost prohibitive. In making the cut then, lower manufacturing costs were anticipated on future production, with a correspondingly increased output. The result of those price changes has been most gratifying. The consequent increase in sales has made possible a still further reduction in Graflex prices. The new prices are listed on pages 4 and 5 of this circular.

In making the new prices, a horizontal reduction has not been even approximated. The new prices are based on present and prospective costs—the result being that on some models the cut is drastic, on some it is slight, on others there is no cut at all.

There is many an enthusiast who has wanted a Graflex who will now be able to gratify that laudable desire. There is new business in the new Graflex prices for those who have Graflex Cameras in stock.

KODAK MEDICAL DIVISION'S LATEST ACHIEVEMENT

The Medical Division of the Kodak Companies was organized a year ago to further the application of photography to medicine and surgery. The new Division was doubly fortunate in that it was able to draw upon the technical knowledge of the Kodak Research Laboratory for experimental work and upon the resources of Kodak manufacturing departments for production under ideal conditions.

This department's most recent achievement is the Eastman X-Ray Intensifying Screen.

It has been known for years that when x-rays strike certain substances, it causes them to glow or fluoresce. A certain chemical—calcium tungstate—possesses this property to a very marked degree. If a sensitized photographic film is placed between two screens composed of calcium tungstate, about one-fourth of the usual time is required for an x-ray exposure. This is because the radiant energy emitted is even more effective photographically than the incident x-ray beams would have been directly.

If it were possible to press out calcium tungstate into a thin, tough sheet, a perfect intensifying screen would result. Since this is impossible, a binding material which absorbs the least amount of fluorescent light and which holds the crystalline powder in a smooth, thin sheet must be employed. The problem in many ways is similar to the making of a photographic film. A knowledge of the many processes involved has enabled Kodak experts to work out a formula and produce a screen which approaches

most nearly the ideal—a fast, practically grainless screen giving excellent definition and contrast. It has the two-fold advantage of low initial cost and long life. Being flexible, with no tendency to grow brittle with age, the screen will stand considerable rough handling and, in addition, can be more easily pressed into contact with the film. Being made with waterproof support and with a thin waterproof protective layer, it is readily cleaned by simply washing, without damage to the screen.

EASTMAN INTENSIFYING X-RAY SCREENS

		Pair	Single
5	x 7	\$ 7.00	\$ 4.00
6½	x 8½	11.00	6.00
8	x 10	15.00	8.00
10	x 12	22.50	12.00
11	x 14	29.00	16.00
14	x 17	45.00	24.00

Dealers' discount 40%

CIRKUT PRINTING FRAMES

These frames for the printing of Cirkut Camera negatives are made in eight sizes, from 2½ ft. to 10 ft. in length and for all widths of Cirkut Film. The frames are substantially made and easy to adjust.

Prices

(Without glass)

Size of negatives	Price
6½ in. x 30 in.	\$10.00
6½ in. x 4 ft.	12.00
8 in. x 4 ft.	13.00
8 in. x 6 ft.	17.75
10 in. x 4 ft.	14.50
10 in. x 6 ft.	20.75
16 in. x 6 ft.	37.50
16 in. x 10 ft.	50.00

Dealers' discount 25%

TWO NEW TRIMMERS

Consistent accuracy is the chief merit of the Eastman Metal Trimmer. It is an all-metal trimmer, the heavy self-sharpening knife is of high-grade, tempered steel, so shaped and mounted as to cut with the minimum of effort and with perfect registry. The metal table, mounted on substantial cushion feet, is marked off in half inch squares. These marks are engraved into the surface, not merely painted on, and the surface is then given a highly polished enamel finish. A brass rule is attached to the table and a movable transparent trimming gauge is supplied.

There are three sizes, No. 10—10 in. wide, No. 15—15 in. wide and No. 20—20 in.

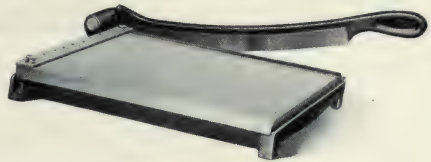
Prices

Eastman Metal Trimmer	
No. 10	\$18.00
No. 15	24.00
No. 20	32.00
Dealers' discount 33⅓%	
*Dozen lots assorted 40%	



Eastman Metal Trimmer

A Trimmer of unusual merit at a very low price is the R. O. C. Trimmer. The bed of this trimmer is of wood, marked in half inch squares. It has an accurate wood-en rule, substantial metal standards and a knife of fine quality. All metal parts neatly enamelled in black.



R. O. C. Trimmer

The R. O. C. Trimmer is supplied in four sizes:—No. 1—6 in. wide, No. 2—8 in., No. 3—10 in. and No. 4—12 in.

Prices

R. O. C. Trimmer

No. 1	\$3.75
No. 2	4.50
No. 3	5.50
No. 4	6.00

Dealers' discount 33⅓%

*Dozen lots assorted 40%

*Eastman Metal and R. O. C. Trimmers may be combined to make up orders of one dozen, on which the maximum quantity discount of 40% will prevail.

SILHOUETTE SEASON

Interest in amateur photography can be maintained at a high pitch during the winter months by reviving the fad for silhouettes.

Photographic silhouettes are easily made following the simple instructions in "Silhouette Making the Kodak Way." This little pamphlet, just printed, describes both the daylight and flashlight methods and reproduces examples to prove the charm of this delightful style of picture.

The pamphlets will be supplied in quantities on request and with each order a card, suitable as a centre-piece for a silhouette window display, will be included. Page 7 of the January Salesman offers a suggestion for an attractive display.

REDUCTION IN PRICE

Effective January 3, 1923

Catalogue
List

GRAFLEX CAMERAS

1A Graflex, 2½ x 4¼—	
Without lens	\$ 96.50
With Kodak Anastigmat <i>f.</i> 4.5 lens, No. 31	120.00
With B. & L. Tessar Series Ic <i>f.</i> 4.5 lens, No. 14	125.00
3A Graflex, 3¼ x 5½—	
Without lens	115.00
With Kodak Anastigmat <i>f.</i> 4.5 lens, No. 33	150.00
With B. & L. Tessar Series Ic <i>f.</i> 4.5 lens, No. 15a	155.00
Auto Graflex, including one Graflex Plate or Cut Film Holder—	
Without lens	
3¼ x 4¼	56.50
4 x 5	69.00
5 x 7	103.50
With Kodak Anastigmat <i>f.</i> 4.5 lens	
3¼ x 4¼, No. 31 lens	75.00
4 x 5, No. 32 lens	92.00
5 x 7, No. 34 lens	145.00
With B. & L. Tessar Series Ic <i>f.</i> 4.5 lens	
3¼ x 4¼, No. 14 lens	80.00
4 x 5, No. 15 lens	96.50
5 x 7, No. 16 lens	151.00
Auto Graflex, Jr., 2¼ x 3¼, including one Plate or Cut Film Holder—	
Without lens	48.50
With Kodak Anastigmat <i>f.</i> 4.5 lens, No. 30	62.50
With B. & L. Tessar Series Ic <i>f.</i> 4.5 lens, No. 13	66.50
Revolving Back Graflex Jr., 2¼ x 3¼, including one Graflex Plate or Cut Film Holder—	
Without lens	61.00
With Kodak Anastigmat <i>f.</i> 4.5 lens, No. 32	84.00
With B. & L. Tessar Series Ic <i>f.</i> 4.5 lens No. 15	89.00
Compact Graflex, including one Graflex Plate or Cut Film Holder—	
Without lens	
3¼ x 5½	75.00
5 x 7	109.00
With Kodak Anastigmat <i>f.</i> 4.5 lens	
3¼ x 5½, No. 33 lens	107.00
5 x 7, No. 34 lens	150.00
With B. & L. Tessar Series Ic <i>f.</i> 4.5 lens	
3¼ x 5½, No. 15a lens	112.50
5 x 7, No. 16 lens	156.00
Revolving Back Telescopic Graflex, including one Graflex Plate or Cut Film Holder—	
Without lens	
3¼ x 4¼	79.50
4 x 5	86.50
With Kodak Anastigmat <i>f.</i> 4.5 lens	
3¼ x 4¼, No. 32 lens	100.00
4 x 5, No. 33 lens	116.00
With B. & L. Tessar Series Ic <i>f.</i> 4.5 lens	
3¼ x 4¼, No. 15 lens	104.00
4 x 5, No. 16 lens	135.00
Press Graflex, 5 x 7, including one Graflex Plate or Cut Film Holder—	
Without lens	184.00
With Kodak Anastigmat <i>f.</i> 4.5 lens, No. 34	226.50
With B. & L. Tessar Series Ic <i>f.</i> 4.5 lens, No. 16	232.50

GRAPHIC CAMERAS

Speed Graphic, including one Graphic Plate or Cut Film Holder—

Without lens

3¼ x 4¼	\$53.00
4 x 5	60.00
3¼ x 5½	60.00
5 x 7	78.00

With Kodak Anastigmat *f*. 4.5 lens

3¼ x 4¼, No. 31 lens	72.00
4 x 5, No. 32 lens	84.00
3¼ x 5½, No. 33 lens	93.00
5 x 7, No. 34 lens	123.00

With B. & L. Tessar Series Ic *f*. 4.5 lens

3¼ x 4¼, No. 14 lens	85.00
4 x 5, No. 15 lens	97.50
3¼ x 5½, No. 15a lens	108.50
5 x 7, No. 16 lens	142.00

Dealers' discount unchanged

Types of Graflex and Graphic cameras not included in the above list will be furnished at the same prices as heretofore.

Effective January 4, 1923

KODAK CARRYING CASES

(Dealers' Condensed Price List, page 40)

	List Price
Leather Hand Carrying Case for V. P. Kodak	\$0.90
Belt Case (tan leather) for V. P. Kodak	1.25
Leather Hand Carrying Case with shoulder strap, for No. 1 Autographic Kodak	3.00
Do., for No. 1A Autographic Kodak Jr.,	3.00
Do., for No. 1A Autographic Kodak	3.00
Do., for No. 2C Autographic Kodak Jr.,	3.25
Do., for No. 3 Autographic Kodak	3.50
Do., for No. 3A Autographic Kodak Jr.,	3.75
Do., for No. 3A Autographic Kodak	4.00
Do., for Stereo Kodak	4.50
Grain Leather Case, velvet lined, with strap, for No. 1 Autographic Kodak Special (Model B)	3.75
Do., for No. 1A Autographic Kodak Special	4.50
Do., for No. 3 Autographic Kodak Special	4.75
Do., for No. 3A Autographic Kodak Special	5.25

Dealers' discount 30%

NOTE: The prices of Carrying Cases not mentioned in this list remain unchanged.

ADVANCE IN PRICE

Effective December 9, 1922.

POTASSIUM IODIDE

Effective December 9, 1922.

(Dealers' Condensed Price List,
page 67)

1 Oz. Bottle	\$0.51
1/4 Lb. Bottle	1.84
1/2 Lb. Bottle	3.50
1 Lb. Bottle	6.90

Dealers' discount 33 1/3 %

DISCONTINUED

The manufacture of the Kodak Dry Mounting Press in the 5 x 7 size has been discontinued. The larger press, 11 x 14, has proven much more popular as equipment for finishing departments. We will continue to supply the Kodak Dry Mounting Press in this size and in two models for gas and electric heating.

The following chemicals are also dropped from the list. Please correct your Condensed Price List accordingly.

Citric Acid in 1/4 and 1/2 Lb. Bottles.

Potassium Iodide in 1/4 and 1/2 Lb. Bottles.

Sodium Bisulphite in 1/4 and 1/2 Lb. Bottles.

Sodium Carbonate (des.) in 1 and 5 Lb. Bottles.

Sodium Sulphite (des.) in 1 and 5 Lb. Bottles.

UNPRINTED POSTCARDS

Any of the regularly listed grades of post cards will be supplied plain, by which is meant without any printing whatsoever, at the same prices as regularly printed cards, if ordered in quantities of 1,000 or more of one grade and surface.

**COLD WEATHER SHIP-
MENTS OF FREEZ-
ABLE GOODS**

It is opportune at this time to remind our customers that articles like Paste, Developing Solutions, etc., which are ruined by freezing, cannot safely be shipped by freight during the winter months. When such goods are ordered for shipment by freight, it will be our policy to omit them and write for other shipping instructions.

If ordered for shipment by mail or express, the shipping instructions will be followed, but we can hardly be expected to make any credit allowance for such goods when ruined by frost in transit.

In other words, freezable goods will not be shipped by freight during the winter, and are forwarded by express or mail at the customer's risk.

STAMP TAX ON RECEIPTS

An Act of Parliament, which became operative on January 1st, places a two cent tax on all receipts for \$10.00 or more.

The great majority of the settlements made with us by our customers do not necessitate the rendering of receipts. We will, therefore, in future follow the plan of issuing receipts only when these are specially requested.

Every gift Kodak made a new customer for Kodak Sundries. To get your share of this new business, show the Sundries.

Name and Model of Camera

No. 1A AUTOGRAPHIC KODAK JUNIOR

Serial: 12345	Lens: R.R.	Sold to: Clarence Carlson
Date rec'd: 10/15/22	Date sold: 12. 12. 22	Address: #15 Elm Street, City
Serial: 12346	Lens: R.R.	Sold to:
Date rec'd: 10/15/22	Date sold:	Address:
Serial: 12367	Lens: K.A. 2670	Sold to: Robert Armstrong
Date rec'd: 10/15/22	Date sold: 12. 9. 22	Address: Blankville, R.R. #4
Serial: 12368	Lens: K.A. 2677	Sold to: Eleanor Johnston
Date rec'd: 10/15/22	Date sold: 12. 23. 22	Address: 30 Boulder Place, City
Serial: 12369	Lens: K.A. 2703	Sold to:
Date rec'd: 10/15/22	Date sold:	Address:
Serial: 12370	Lens: K.A. 2708	Sold to:
Date rec'd: 10/15/22	Date sold:	Address:
Serial: 14563	Lens: R.R.	Sold to:
Date rec'd: 11/2/22	Date sold:	Address:
Serial: 14765	Lens: K.A. 3319	Sold to:
Date rec'd: 11/2/22	Date sold:	Address:
Serial: 14766	Lens: K.A. 3352	Sold to:
Date rec'd: 11/2/22	Date sold:	Address:
Serial:	Lens:	Sold to:
Date rec'd:	Date sold:	Address:
Serial:	Lens:	Sold to:
Date rec'd:	Date sold:	Address:
Serial:	Lens:	Sold to:
Date rec'd:	Date sold:	Address:
Serial:	Lens:	Sold to:
Date rec'd:	Date sold:	Address:
Serial:	Lens:	Sold to:
Date rec'd:	Date sold:	Address:
Serial:	Lens:	Sold to:
Date rec'd:	Date sold:	Address:
Serial:	Lens:	Sold to:
Date rec'd:	Date sold:	Address:
Serial:	Lens:	Sold to:
Date rec'd:	Date sold:	Address:

A SYSTEM TO MAKE MONEY

Loose-leaf camera record sheets, that are at once a perpetual inventory, an order and a sales system, are offered at a small fraction of what your printer would have to charge for a limited supply. By

printing these sheets in large quantities we can sell them as follows:

Per hundred, net, \$1.50

For further suggestions see pages 14 and 15 of the January Kodak Salesman.



*All out-doors invites
your KODAK*

The ice, the snow, and the fun you have will never melt away in Kodak pictures.

Your Kodak and Kodak film await you here.

Richard Roe & Company

1201 Tripod Ave.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIX, No. 10

TORONTO, CANADA

February, 1923

SILHOUETTE MAKING—THE KODAK WAY

This new 8-page pamphlet will reveal to your Kodak customers a pleasant pursuit for winter days or evenings.



Silhouette Making
the KODAK Way

There are twelve illustrations and definite instructions are given for making similar silhouette negatives and prints. Many people do not know that these novel pictures may be made by daylight or electric light as well as by flash-light. Any way they're made,

there'll be more money jingling in your till if you distribute these new books judiciously. Let us have your orders promptly.

IS IT A BROKEN LINE OR A DOTTED LINE ?

Thousands of people in this country consider *Kodakery* worth real money. We know they do because each one of them pays 60 cents a year for it.

Kodakery is filled with articles stimulating the use of film and finishing and the purchase of new equipment. And the advertisements in it feature what the articles describe.

In every manual is a coupon entitling you to offer *Kodakery* free for one year to the purchaser of an Eastman-made camera. There aren't many articles on which you can give a sixty-cent bonus absolutely without cost to yourself.

You don't pay a cent for *Kodakery* this way. All you need do is fill out the blank.

If you don't do so, you don't get the credit for the courtesy and you break a line which pulls money into your pocket.

Tear out the coupon on the dotted line and keep the sales line unbroken.

ANNOUNCING A NEW MODEL

The No. 2C
Autographic
Kodak
Special

\$65.00



Here's a new *Special* in the 2-C size—impressive because of its conservative richness, simple but efficient, with no trick devices to complicate without serving. It means new business for you.

New business because there is a great crowd of 2-C devotees—people who prefer the $2\frac{7}{8} \times 4\frac{7}{8}$ picture to any other size—who have been waiting for a *Special* in this size.

Those who have a No. 2-C Junior will like this new masterpiece. And those who like the size but prefer *Specials* to Juniors will be equally responsive.

In spite of its large Kodak Anastigmat $f.6.3$ lens, more than fifteen-sixteenths of an inch in diameter, its Kodamatic shutter with seven instantaneous speeds and its

range finder, the *Special* is actually smaller in two dimensions than the Junior—and the same length. It measures only $1\frac{1}{16} \times 3\frac{7}{8} \times 8\frac{3}{4}$ inches. Mere size assures a demand from those who want pictures larger than the 1-A size with a camera smaller than the 3-A size.

Now we have another reason for announcing the 2C *Special*. Its immediate predecessor has demonstrated beyond all doubt the popularity of the new *Special* design of which the little No. 1 is the first representative. The new 2-C has the same handsome body, the same accessibility of roll holders assuring quick and easy loading, the same accurate control of the sliding bed, the same bellows-draw mechanism, the counter-sunk autographic feature—all the qualities

which have combined to make the No. 1 the model of perfection among hand cameras.

And it has an individuality of its own. It looks the part it is prepared to take in the camera world. It's made on the Kodak plan: the best pictures with the least fuss.

This 2-C *Special* has a rising and falling front and the accurate Kodak range finder, although the focusing scale may be used with the same facility as in any camera.

The high speed lens is brought under expert control by even the newest novice because of the unobtrusive exposure table on the

shutter—installed for service, not for show.

You can get enthusiastic about this camera—and you can depend upon it to sustain your reputation for selling the best merchandise at a reasonable price.

No. 2C Autographic Kodak Special fitted with Kodak Anastigmat *f.6.3* lens, 6-inch focus, and Kodamatic Shutter \$65.00

Dealers' discount 32%

Long-grain Leather, Velvet-lined Case, with strap... 5.00

Dealers' discount 30%

EASTMAN NON-CURLING DENTAL X-RAY FILMS

The support or base of this film will in future have a special coating on the back which prevents curling even when thoroughly dried out after developing. This is a distinct improvement over any dental films previously made. The emulsion quality and characteristics of Eastman Dental X-Ray Films remain unchanged.

The non-curling films are supplied in both the clear and the translucent types and are available in two speeds—Regular and Extra Fast, as before.

The Price

No. 1 package containing
2 dozen pairs, Catalogue
List, per package \$1.40
Dealers' discount 25% and 10%

Types of pictures for which
the Autographic feature
is indispensable:

Pictures of Children

Motoring pictures

Travel pictures

Business pictures

For the date, the person or
the place; for identifying,
verifying information; for
exposure data—the auto-
graphic feature is not merely
valuable but invaluable.

*If it isn't an Eastman,
it isn't Autographic*

KODAK FILM CLIP SEPARATOR

This device is a three-pronged clamp of Monel metal, $1\frac{1}{8}$ inches wide and one inch high. When pressed over the horizontal rod of



a Film Developing Hanger, it separates the clips sufficiently to prevent adjoining films from coming into contact during development in deep tanks.

The price per dozen is \$0.90 and the dealers' discount $33\frac{1}{3}\%$.

SODAS IN BULK

For the convenience of amateur finishers and others who use Sodas in quantity, arrangements have been made to furnish Kodak Tested Carbonate and Sulphite in wooden drums containing 100 pounds.

Prices

Sodium Carbonate (des.)	
In wood drums (100 lbs.)	
per lb., net	\$0.10
Sodium Sulphite (des.)	
In wood drums (100 lbs.)	
per lb., net13

USE THEIR GIVEN NAMES

In ordering goods, please refer to your Condensed Price List. Otherwise mistakes are liable to occur. There follow correspondence and delay—maybe a lost customer. Here are the two things that cause most of the trouble:

Incorrect names

Incomplete facts

No matter how long you have known a product, look it up in the Price List when ordering. Names change. Yesterday a certain product was called the Graflex Magazine Plate Holder. Tomorrow it will be the Graflex Plate Magazine.

Here are a few of the orders that cannot be filled:—

"Please send me a $3\frac{1}{4} \times 5\frac{1}{2}$ Holder Slide." There are two kinds. Which does he want?

"Ship me at once a dozen 5×7 Royal Plates." But which one of three emulsions is wanted?

"I would like to have a dozen assorted Carrying Cases right away." There are more than one hundred kinds.

"Send me $\frac{1}{2}$ Gross Package of Azo, size $2\frac{7}{8} \times 4\frac{7}{8}$." Single or double weight? What surface and what degree of contrast? Also the sizes smaller than 5×7 are not put up in $\frac{1}{2}$ Gross Packages.

"Send 6 Packages of No. 2 Flash Sheets by mail." Postal regulations do not permit the shipping of Flash Sheets by mail.

Refer to your Price List. All these and many other of the little things that sometimes confuse are explained there.

It doesn't pay to take a chance.

A FINISHING SCHOOL FOR KODAK DEALERS

Certainly you want a reputation for practical, helpful, photographic knowledge based on practical experience.

And perhaps you want a knowledge of all the photographic processes involved in conducting a finishing department.

In either case you will be helped in attaining your desire by taking a course in finishing at Kodak headquarters in Rochester. Plan to take the course this spring if possible, or send one of your assistants.

The course lasts two weeks.

Expert instruction and all the necessary materials—film, paper and chemicals—are furnished without charge. Your only expense is personal—transportation, board, etc.

Among the subjects taught are these:

Film Development (deep tank

method); Film Pack Development (by Kodak Tank and Cage method if desired); Plate Development; Velox and Azo printing; Bromide enlarging; Intensification and Reduction of Negatives; Redeveloping Velox and Bromide papers; Dry Mounting; Post Card printing and mask cutting; Spotting; Blocking out skies, etc.

You will learn more than you are taught because a visit to the Eastman Camera Works and to Kodak Park is an education in itself. When you come back, you'll speak with authority.

The course is conducted by the Eastman Kodak Co., at Rochester, N. Y. It is available to Canadian dealers and their accredited representatives. For application forms and further particulars write Canadian Kodak Co., Limited, Toronto.

THE BRASS TACKS OF PHOTOGRAPHY

Next time you discuss across the counter any of the *whys* and *hows* of photography, offer the interested customer "The Fundamentals of Photography." The book sells for \$1.25. Your profit is \$.41. But you make more than that by the transaction. You make a friend for the store and you make the friend remark to his friends: "They certainly know their business at that store."

It tells about the beginnings of photography. It compares the functioning of the eye and the lens. It shows how certain chemicals unite to form a light-sensitive material. It traces the process of development step by step. It

exposes the peculiarities of gelatine and the structure of the developed photographic image. It discusses means of measuring brightness and the theory of under, correct and over-exposure. It describes the chemical actions that take place in printing. It shows how to reduce and intensify a negative. It gives the cause and the remedy for halation. It establishes the theory of reproducing colors in terms of black and white.

Of absorbing interest to every person with an inquiring mind—the business man, skilled mechanic, students and advanced amateur photographers.

PRICE CHANGES

Since the last Trade Circular was issued we have made the following changes, which should be noted in your Condensed Price List:—

Effective January 16, 1923.

KODAK TRIMMING BOARD

(Condensed Price List, page 63)

No. 1, 5 inch, \$0.75

No. 2, 7 inch, 1.00

Dealers' discount 33⅓%

COMBINATION TRIPOD

(Condensed Price List, page 43)

No. 2½, \$7.00

No. 3, 8.00

Dealers' discount unchanged

X-RAY ENVELOPES

(Condensed Price List, page 34)

5 x 7, per dozen sets.. \$0.75

6½ x 8½, per dozen sets.. 1.00

8 x 10, per dozen sets.. 1.25

10 x 12, per dozen sets.. 1.75

Dealers' discount 33⅓% (All sizes)

BROWNIE SAFELIGHT LAMP

(Condensed Price List, page 53)

Brownie Safelight Lamp, with

Series I Safelight, each ... \$1.75

Dealers' discount unchanged

ORANGE AND RUBY FABRIC

(Condensed Price List, page 56)

40 inches wide, per yard, \$1.00

Dealers' discount 33⅓%

EASTMAN LOOSE-LEAF STUDIO REGISTER

(Condensed Price List, page 93)

Studio Register, complete, net \$6.00

Extra sheets for Register, per
package of 100 with Index,

net 2.50

Extra Index, net 1.25

EASTMAN PORTRAIT FILM WASHING TANK

(Condensed Price List, page 64)

Size 16½ x 10¾ x 10½, each,

net \$7.00

LANTERN SLIDE COVER GLASS

(Condensed Price List, page 50)

Size No. in Case

3¼ x 3¼ 30 doz., per dozen \$0.35

3¼ x 4 30 doz., per dozen .35

3¼ x 3¼ 1363 lights, per case.. 23.00

3¼ x 4 1108 lights, per case.. 23.00

Dealers' discount unchanged

Effective January 23, 1923.

DEVELOPING AND PRINTING OUTFITS

(Condensed Price List, page 58)

Eastman A B C \$2.25

Eastman 3A 2.25

No. o Brownie 1.25

Dealers' discount 33⅓%

Effective January 25, 1923.

SODIUM CARBONATE (DES.)

(Condensed Price List, page 67)

275 Lb. Barrel, per lb., net.. \$.09½

SODIUM SULPHITE (DES.)

(Condensed Price List, page 67)

550 Lb. Barrel, per lb., net.. \$.12½

Effective January 26, 1923.

FILM PACK ADAPTER

(Condensed Price List, page 25)

All-metal Adapter for Premo

No. 12, 2¼ x 3¼, \$2.50

Dealers' discount 30%

Effective January 29, 1923.

FILTER CASE

(Condensed Price List, page 31)
 Leather Case for set of 3, 4 or
 5 Wratten and Wainwright
 Filters cemented in "B"
 Glass, each \$5.00
 Dealers' discount 33 $\frac{1}{3}$ %

DISCONTINUED

ALBUMS:—The manufacture of
 Kingsway and Toledo Albums has
 been discontinued.

PREMO JR. NO. 1A:—The manu-
 facture of this model is discon-
 tinued. The No. 1 model is, how-
 ever, still available.

PLANS of fixtures for amateur
 finishers, as listed on page 93 of
 the Condensed Price List, as fol-
 lows, have been withdrawn:—

Tank Developing Stand Blue
 Print and Specifications.

Plans and Specifications for Cy-
 press Tanks 8 x 8 x 38, ca-
 pacity 10 gallons.

Transfer Cabinet Blue Print.

Intensification and Reduction
 Stand Blue Print.

Print Drying Oven Blue Print.

Electric Light Box Blue Print.

NEW GOODS**POTASSIUM CHROME ALUM
CRYSTALS**

1 Lb. Carton \$0.30
 5 Lb. Tin 1.40
 Dealers' discount 33 $\frac{1}{3}$ %

**COLD WEATHER SHIP-
MENTS OF FREEZ-
ABLE GOODS**

Our attention has been directed
 to the fact that the ruling regarding
 freight shipments of freezable
 goods during the winter months, in
 last month's Issue of the Kodak
 Trade Circular, is likely to work
 a hardship in some cases.

We will, therefore, revert to our
 old policy and ship as orders direct.

We wish, however, to call the
 attention of our customers to the
 fact that such articles as Paste,
 Developing Solutions, etc., are of
 a freezable nature and although we
 will ship the goods by freight, ex-
 press or mail, as directed, we can
 hardly be expected to assume any
 responsibility for the goods in
 transit.

In other words, such goods are
 forwarded at the customer's risk.

STOLEN CAMERA

The loss by theft of No. 2C Auto-
 graphic Kodak Jr., R.R. lens, serial
 number 81714, has been reported
 by Miss Esther T. Levine, 217-11th
 St. N. W., Calgary, Alta.

Should this Kodak be presented
 for sale or exchange, please com-
 municate with the rightful owner
 at above address.

*"Selling Kodaks and Supplies"
 is a new booklet to help you in-
 crease your sales in 1923. Have
 you had it?*



Kodak Welcomes Winter

Kodak draws you out-of-doors and lets you keep the fun you have—in pictures.

Autographic Kodaks at \$6.50 and up, and Brownies from \$2.00 up, in a variety of models at our Kodak counter.

Richard Roe & Company

1201 Tripod Ave.

Canadian Kodak Co., Limited

Trade Circular

'FOR YOUR INTERESTS AND OUR OWN'

Vol. XIX, No. 11

TORONTO, CANADA

March, 1923

SPRING!

Two feet of snow on the ground.
Not a sign of a crocus.

No evidence but the calendar
that Spring officially arrives with-
in two weeks.

No need to tell any Kodak deal-
er that Spring ushers in a suc-
cession of sales which makes even
the good business of this winter
look like nothing at all.

If the view from your windows
is like ours, there seems to be
plenty of time to prepare for this
burst of business that spring
weather loosens.

But there is no time to lose.

To get the full benefit of this
revival of interest in the outdoors
which comes in with the spring,
and to keep the Kodak business
coming your way right through
the summer, you ought to be in at
the start.

Stock—window display—adver-
tising should receive attention at
once.

Here is what we are prepared to
do to help you prepare:

Ship goods promptly.

Write newspaper copy especial-
ly for your store.

Provide free engravings for
illustrations.

Suggest suitable window dis-
plays.

Write letters for you to send to
selected groups of people.

Supply enclosures featuring a
variety of photographic products.

Furnish booklets imprinted
with your name and address.

Augment your supply of tech-
nical booklets on picture-making.

Give special instruction to your
Kodak salesman.

Take care of these things and
the sales will take care of them-
selves.

Don't wait until Spring says to
your people, "All Outdoors invites
your Kodak." By the time the
crocuses poke their heads through
the snow, it will be too late to
sign a business partnership with
Spring.

Read the March Kodak Salesman for
advertising and selling ideas and plans

KODAK *DIFFUSION* PORTRAIT ATTACHMENT

To bring a subject into sharp focus at close range, the Kodak Portrait Attachment was produced. A small thing. But it created a new use for millions of Kodaks. It established Kodak portraiture. With the assistance of the Kodak Self-Timer, it created self-portraiture.

That means it has sold more film and finishing, tripods, albums, and—most important—an increased interest in picture making. And that means there is more profit in the sale of a Portrait Attachment than merely the ample profit on the item itself.

The announcement of the new Kodak *Diffusion* Portrait Attachment has therefore an importance far above its value as a piece of merchandise.

It is not an improvement in the Portrait Attachment, but a variation of it. It's a variation that will make new users. You can sell it for optional use to people who like the sharp effects the regular attachment gives, and to those who want only the diffused images, this new attachment gives.

It does not produce an out-of-focus appearance. It softens the lines and lends a very artistic and pleasing effect. In a sense it takes the place of that retouching which removes harshness. Without additional effort, the average amateur may now produce portrait results which advanced amateurs have heretofore obtained only by bothersome methods in printing.

Kodak Diffusion Portrait Attachments may be easily sold to, and successfully used by, every amateur photographer.

That we think is an achievement. It is distinctly in line with Kodak policy—a simple device of universal use.

Kodak Diffusion Portrait Attachment

	List Price
No. 0	\$1.25
No. 1	1.25
No. 2	1.25
No. 3	1.25
No. 4	1.25
No. 5	1.50
No. 6	1.50
No. 7	1.50
No. 8	1.25
No. 8a*	1.25
No. 9	1.25
No. 13	1.25

Dealers' discount 33⅓%

*The attachment for the Vest Pocket Kodak Special, Focusing Model, is designated Vest Pocket Kodak Diffusion Disk.

DON'T GAMBLE ON OUR GUESSES

Obviously no one would order "some P. M. C. Bromide" and fail to give quantity, size, or number.

But many dealers fail to state in ordering Nos. 2, 3, 8 or 9 whether they want the Regular or Contrast emulsion.

In that event we stand a good chance of being right if we use our own judgment. But our chance of being wrong is equally good. We don't think you can afford to gamble on our guesses.

Tell us the whole story. Give us complete information.

VELOX CHANGES

A New Degree of Contrast

Because of the increasing demand for Velox coated with a softer emulsion than has been supplied in the past, we have added a grade softer than "Special." This grade will be supplied in single weight in Glossy and Velvet only.

Numerical Designation

In the future the different degrees of contrast of Velox emulsions will be designated by number as follows:

No. 1 (new degree of contrast);

No. 2 (formerly labeled "Special");

No. 3 (formerly labeled "Regular");

No. 4 (formerly labeled "Contrast").

No. 1 is for extremely contrasty negatives.

No. 2 is for use with contrasty, strong, thick or hard negatives.

No. 3 is for normal or average negatives.

No. 4 is for thin, weak negatives lacking in contrast.

KODAK DRY MOUNTING TISSUE

Kodak Dry Mounting Tissue is now supplied in ten-yard rolls as well as in five-yard rolls. Please note the price on page 58 of your Condensed Price List.

10 yards, 20 inches wide, per roll, \$2.70. Dealers' discount 25%.

EASTMAN PORTRAIT BROMIDE

Old Master Surface

Here's a new grade of Eastman Bromide that is sure to meet instant favor with the professional photographic trade.

Portrait Bromide is a paper of exceptional quality and, as the name implies, it is made especially for portrait work. With it the photographer can make projection prints and duplicate the quality of his contact prints.

The surface "Old Master" is that same distinctive paper surface which has gained such wonderful popularity as one of the surfaces of Vitava papers.

Vitava Old Master fairly leaped into favor. Its wonderfully pleasing and artistic texture immediately appealed both to the photographer and the picture buying public. It has stimulated the sale of contact prints and now that it may also be had in Eastman Portrait Bromide it will stimulate the sale of projection prints.

Old Master Portrait Bromide is easy to manipulate. Excellent Sepia tones are simply secured by the straight re-development process. The surface is ideal for oil coloring and the texture of the paper lends much to the effectiveness of the colored print.

Furnished only in double weight and supplied in two stocks—M, White, and O, Buff.

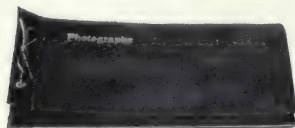
The list prices and trade discount are the same as for other grades of double weight Eastman Bromide Paper.

KEEPING THE LINE ALIVE

Renewed interest in Kodak albums is sure to follow this announcement of four new designs for 1923 and the influence of this quickening interest will not only be reflected in increased album sales but on the whole of the Kodak line, for the amateur photographer who keeps a systematic picture record will take the deepest and most consistent interest in picture making.

Although novel, the new albums are of conservative design. Their richness of appearance and genuine quality, as much as the excellent values which they represent, merit for them a prominent place at your Kodak counter and the very best selling efforts of your staff.

The Assembly Album

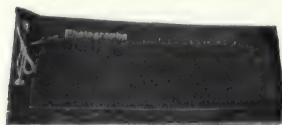


DETAILS: Loose leaf, open back style, with 50 black leaves held in place by means of hollow metal tubes. The cover is made of imitation leather and has the word "Photographs" stamped in gold in the upper left corner. Supplied in two colors, Olive and Brown.

The Price

Style	Size	Each
A	5 x 8	\$1.75
B	7 x 11	2.25

The Plaza Album



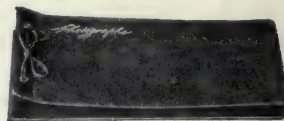
DETAILS: Loose leaf, open back style. The cover is made of extra heavy imitation leather finished in Shark pattern and has the word "Photo-

graphs" die sunk in gold letters in upper left corner. Furnished in two colors Black and two tone Brown. 50 black leaves.

The Price

Style	Size	Each
A	5 x 8	\$2.00
B	7 x 11	2.50

The Cortez Album

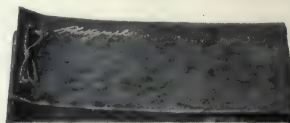


DETAILS: Loose leaf, open back style. The cover is of genuine leather in brown tone and with slightly mottled finish. The word "Photographs" in attractive script lettering appears in gold leaf in the upper left corner of the cover. Furnished with 50 black leaves, leaves and cover being held in place by means of a silk cord which passes through metal eyelets in the cover and through the leaves in hollow metal tubes.

The Price

Style	Size	Each
B	7 x 11	\$3.50

The Florentine Album



DETAILS: Loose leaf, open back style. Fancy leather cover, engraved in a scroll pattern producing a two tone or shot silk effect. The word "Photographs" in attractive script lettering is stamped in gold leaf on the upper left corner of the cover. Furnished with 50 black leaves. Leaves and cover are held together by means of a silk cord which passes through metal eyelets in the cover and the hollow metal tubes which hold the leaves.

The Price

Style	Size	Each
A	5 x 8	\$3.00
B	7 x 11	4.00

Dealers' discount 35%
In assorted lots of \$75.00 list value
35% and 20%

REVISED PRICES ON KODAK ALBUMS

Effective February 23, 1923

With the four new Albums announced on the preceding page, the following make up the entire line of Kodak Photograph Albums for 1923.

As this list includes some price revisions and in a few cases alterations in the numerical designation, the listing here should be compared with that appearing on pages 87 to 89 in your Condensed Price List. Please compare the two lists and make corrections where necessary in the Condensed Price List.

The Snapshot Album

Style	Size	Each
No. 19	5½ x 7	\$0.20
No. 18	7 x 10	.30

Artist's Album

Style	Size	Each
No. 1	5½ x 7	\$0.35
No. 2	5½ x 7	.35
No. 3	5½ x 7	.35
No. 4	7 x 10	.50
No. 5	7 x 10	.50
No. 6	7 x 10	.50

The Week-end Album

Style	Size	Each
No. 1	2½ x 4¼	\$0.35
No. 2	3¼ x 5½	.50

The Adanac Album

Style	Size	Each
A	5 x 8	\$1.00
B	7 x 11	1.25
C	10 x 12	2.00
D	9 x 14	2.25

The Glendale Album

Style	Size	Each
A	5 x 8	\$1.25
B	7 x 11	1.75
C	10 x 12	2.75
K	8 x 10	2.25

The Westminster Album

Style	Size	Each
A	5 x 8	\$1.50
B	7 x 11	2.00
C	10 x 12	3.25
K	8 x 10	2.50
E	11 x 14	4.00

The Strand Album

Style	Size	Each
B	7 x 11	\$3.25
D	9 x 14	5.50
E	11 x 14	6.50

The Balmoral Album

Style	Size	Each
A	5 x 8	\$2.50
B	7 x 11	3.50
C	10 x 12	5.00
K	8 x 10	4.00

The Oriental Album

Style	Size	Each
A	5 x 8	\$2.90
B	7 x 11	3.75

The Damascus Album

Style	Size	Each
B	7 x 11	\$4.00

The Kodak Album

Style	Size	Each
A	5 x 8	\$3.75
B	7 x 11	5.50

Dealers' discount 35%

Assorted lots of \$75.00 list value
35% and 20%

Album Leaves

For Artist's Album—

Nos. 1, 2 and 3, 5½ x 7, per package of 5	\$0.12
Nos. 4, 5 and 6, 7 x 10, per package of 515

For Week-end Album—

No. 1, 2½ x 4¼, per dozen	\$0.08
No. 2, 3¼ x 5½, per dozen	.12

For all loose leaf Albums—

A, 5 x 8, per dozen.....	\$0.18
B, 7 x 11, per dozen.....	.25
C, 10 x 12, per dozen.....	.35
D, 9 x 14, per dozen.....	.40
E, 11 x 14, per dozen.....	.50
K, 8 x 10, per dozen.....	.25

Dealers' discount on Album leaves 35%

OTHER PRICE CHANGES

Since the last Trade Circular was issued we have made the following changes, which should be noted in your Condensed Price List.

Effective February 12, 1923

EASTMAN POST OFFICE PAPER

(Condensed Price List, page 57)

19 x 24, per dozen sheets.....	\$0.25
Do., per ream, (500 sheets) ..	8.50
Dealers' discount 33⅓%	

Effective February 28, 1923

FILM CLIPS

(Condensed Price List, page 52)

Eastman Film Developing Clips, 3½ in., per pair	\$0.35
Do., 5 in., per pair50
Dealers' discount 33⅓%	
50 pairs, 3½ in. unboxed, 40%	
Kodak Film Clips, width 2 in., each	\$0.40
Dealers' discount 33⅓%	
Kodak Junior Film Clips, No. 1, each	\$0.15
Dealers' discount 33⅓%	
In lots of 100 unboxed, 40%	
Eastman Dental Film Clips, Model 2, per dozen	\$1.35
Dealers' discount 33⅓%	

Effective March 5, 1923

LANTERN SLIDE COVER GLASS

(Condensed Price List, page 50)

3¼ x 3¼, per dozen sheets	\$0.35
3¼ x 4, per dozen sheets35
3¼ x 3¼, per case, 30 dozen ...	10.00
3¼ x 4, per case, 30 dozen ...	10.00
3¼ x 4¼, per case, 1363 sheets..	20.00
3¼ x 4, per case, 1108 sheets..	20.00
Dealers' discount 40%	

Effective March 7, 1923

BULL'S EYE TRAYS

(Condensed Price List, page 63)

Size	Price
4 x 6	\$0.50
3 x 8½70
5 x 895
4½ x 14	1.55
8 x 10	1.70

Dealers' discount 33⅓%

In lots of 100 assorted,
33⅓% and 10%

DISCONTINUED

The manufacture of the Eastman Enlarging Outfit, as listed on page 18 of the 1922 Condensed Price List, has been discontinued.

The following Eastman N. C. Film Cartridges are no longer available:—
No. 119, 12 exposures
No. 123, 12 exposures
The 6 exposure rolls of both No. 119 and 123 Film will be supplied the same as heretofore.

The supply of Eastman X-Ray Film Viewing Clips No. 1 has been exhausted and no more clips of this model will be manufactured, as the improved Model 2 X-Ray Film Viewing Clips, which were announced in the November 1922 Kodak Trade Circular, are available.

The Universal Tripod Head is withdrawn from the market. The optipod, which is a combined tripod head and clamp should be offered in its stead.

When in doubt—ask the
Service Department

EASTMAN PROJECTION PRINTER LAMPS

Eastman Projection Printers are now furnished with two pear-shaped lamps. To avoid embarrassment an extra lamp should always be kept in reserve. Made especially for these printers, they are not sold by electrical goods stores, but can be obtained only from us. The items should be inserted on page 59 of your Condensed Price List.

250-watt, pear shaped Lamp, 115 volts, for No. 1 Eastman Projection Printer	\$5.50
Dealers' discount 33⅓%	
400-watt, pear shaped Lamp, 115 volts, for No. 2 Eastman Projection Printer	9.00
Price Net	
Ruby Lamp for No. 1 or No. 2 Eastman Projection Printer	.55
Dealers' discount 33⅓%	

A NEW TOP FOR COMMERCIAL KODAK PRINTER

The Commercial Kodak Printer, first brought out last summer, has been improved by the addition of a metal numbering stamp which adds greatly to its speed. It automatically stamps the order number on the back of each print and also counts the number of exposures. This feature is well worth \$5.00 and because of increased cost the price of the new model has been raised from \$55.00 to \$60.00.

In addition, the new model has an ink pad, new negative clamps and two additional masks for 4 x 5 roll film and film packs and for 3¼ x 4¼ film packs.

If old tops are returned to Toronto, transportation prepaid,

they will be remodeled and the additional items furnished at a net charge of \$7.50.

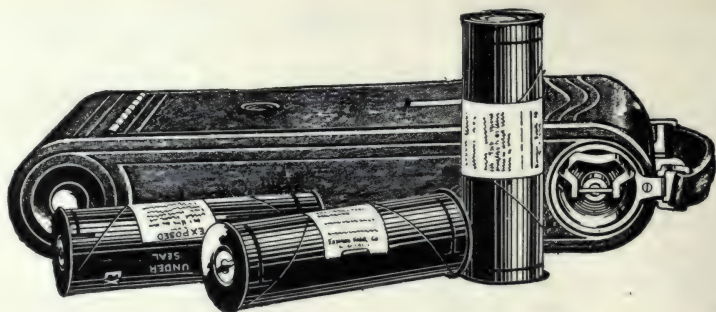
Please note the changed prices on the new model complete, without the 150-watt Mazda C lamp: List, \$60.00; Dealers' discount 25%.

A STUFFER A MONTH

People who bring their finishing work to your store are logical customers for photographic sundries. An easy way to suggest such merchandise is to insert a stuffer into each amateur delivery envelope. The customer is thinking about pictures when the leaflet comes to his attention and he is certain to be interested.

Every month the *Kodak Salesman* offers a new stuffer which will be supplied in quantities, imprinted with your name and address. Watch for it regularly in the *Kodak Salesman* and tell the advertising department how many you can use judiciously.

If it isn't
an Eastman
It isn't
Autographic
If it isn't
Autographic
it isn't
complete



Careful Finishing that Protects Your Negatives

We feel a real responsibility for film left with us for development. Negatives cannot be replaced, and there are often several exposures in each roll that are invaluable to the owner. Careful methods and scientific formulae bring results that justify your entrusting your films to our finishing department.

Of course we are equipped for enlarging—let us show you some samples of our work.

Kodak Film in all sizes

Richard Roe & Company

1201 Tripod Ave.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XIX, No. 12

TORONTO, CANADA

April, 1923

1923

You can beat your Kodak sales for 1920!

If you only start out to beat 1922, it will be too easy—and probably will be all you'll accomplish. If you set 1920 up as the mark you can go by it.

People are spending again and, fortunately, a lot of them are thinking photography when they spend. We are helping. The advertising campaign for '23 will be a vigorous one, with the usual forceful presentation of Kodak through the magazines, the rotogravures, and the farm papers. Our dealer helps are getting better all the while, and all it needs is your co-operation and frequent calls from you upon us for our advertising service to put things over big.

The new 2C Special, announced but recently, is going as no high-priced camera has gone in years. The revision of Graflex prices has already resulted in nearly doubling the business, and the high-priced cameras are moving with

almost their war-time celerity.

Kodak Anastigmats are getting more firmly in favor every year. When we first began to talk about how good they were, people didn't believe it because of the low price. They have demonstrated, and are daily demonstrating, what they can do. You needn't be afraid to recommend them up to the limit. Practice has proved theory to be correct, and the superior quality of negatives made with the Anastigmats is such that it will be well worth your while to push the Anastigmats, even though you don't make any more on them than you do on the cheaper equipment. They make happy Kodakers—and happiness is as infectious as anything else.

Your advance copies of the Kodak Catalogue will be coming along in a very few days. Distribution of the edition follows rapidly. The battle for '23 business is on, and there's no good reason why it can't beat '20.

ALL GOOD—FILM, PAPER, CHEMICALS AND RESULTS

Kodak film is good film.

Eastman-made photographic papers are good papers.

Kodak Tested Chemicals are good chemicals.

The combination is good.

All are designed to work together.

Sometimes in doing work for amateurs, the commercial finisher is tempted to substitute cheaper chemicals.

"They'll never know the difference," he anticipates.

Then—in the words of the cartoonist—the fun begins. Rejected work. Damaged negatives. Lost customers.

Two plus two equals four in finishing. Two plus *one* can't possibly give the same result.

If cheap chemicals would produce good results in finishing, it would be to our interest to produce them. But they won't. So we don't.

Kodak Tested Chemicals are tested at our expense, not at the finisher's expense.

DO THEY MEAN IT ?

It's our observation that a lot of people go into a store and say "Brownie"—not from a dollars and cents standpoint, but from a simplicity standpoint. Some kind friend has told them of what wonderfully good pictures can be made with a Brownie because "it's so easy to work." They go into a store and ask for a Brownie. The clerk reaches for one. Worse than that, he reaches for a *Box* Brownie.

These people do not ask for Brownies because they have only the price of a Brownie in their pockets. They ask for Brownies

because they fear that their photographic mentality is not up to working something better. Show them that a Kodak Junior is as simple to work as a Brownie. Put them alongside of each other, and you'll be astonished at how many times you will find that the Kodak will go in place of the Brownie.

This isn't a guess. We know. We've seen it worked—have even seen a prospective Brownie customer buy a No. 1 Special at \$50. Half the time it isn't a matter of price.

TWO DISPLAY SUGGESTIONS

Two timely window displays, to advertise your photographic department, are illustrated and described in the Kodak Salesman each month.

In April, for example, there's one that connects up with our Kodak advertisement in Rotogravure for that month. Another display suggested is built around the Kodak Girl Cut-out Sign, which is available to all Kodak dealers on request.

The designers of Kodak Salesman displays keep these points constantly in mind: (1) Each must contain some ideal selling argument; (2) Each must be of the human interest, rather than the merely decorative kind; (3) Each must be easy to install, with material that is available.

If you can arrange to use every display that the Kodak Salesman suggests, supplemented by those that you design yourself, your store will soon be known for the distinctive human interest appeal of its show windows. You can measure the results at your cash register.

CONDENSED PRICE LIST FOR 1923

The new Condensed Price List, your copy of which was mailed a few days ago, went to press early in March. It is corrected to March 1st. The price changes, withdrawals and additions announced in this issue of the Kodak Trade Circular have all become effective since that date. Your new Price List should, therefore, be corrected accordingly.

A great deal of time will be saved if every month the necessary corrections are made in your Condensed Price List as soon as the Trade Circular is received. This is the only safe and satisfactory way, and the Price Lists are interleaved to facilitate making revisions from time to time.

In the preparation of the Condensed Price List for 1923 the form and arrangement adopted last year, and with which you have since become familiar, has been followed. The alphabetical index in the front of the Price List contains many cross indexings so that any article may be quickly located and the price obtained.

Throughout the Price List discounts are indicated by code letter. An explanation of the code and special quantity discounts are on a separate form, inserted in the back of the Price List. Thus, to make the Price List available for selling at the Kodak counter, it is only necessary for the dealer to remove the discount sheet.

FILM HOLDERS NOW REGULAR EQUIPMENT

On all View Cameras from this time on, film holders will be "standard equipment" instead of plate holders, as formerly. This change is a reflection of the revolution which has taken place in the use of film and plates. For both amateur and professional use, film now has the call. It is a result of the growing recognition of the superiority of the film over the glass base for sensitive emulsions. Non-halation, freedom from breakage, lightness, compactness—film possesses these superior qualities with all the advantages of plates and none of their defects.

HOW TO CHANGE TOPS

To avoid loss of use, a finisher who desires a new top for his Commercial Kodak Printer as announced in the March *Trade Circular*, may retain the old top until the new one is received. The net price of \$7.50 is contingent upon the return of the old top to us, transportation prepaid.

MOUNTS FOR SEPIA ENLARGEMENTS

The Inslip and Drimount, two popular enlargement mountings, which have hitherto been supplied in colors English Grey and Sepia Buff, are now furnished also in a rich Brown, particularly pleasing for sepia tone pictures.

Please make the notation of this new color for both Inslip and Drimounts on page 92 of your new 1923 Condensed Price List.

KODAK PHOTO PASTE



This is a new adhesive that your customers will like, not only for photographic purposes, but for general household and office use. It is an especially prepared paste that will not discolor white paper. The tubes are hermetically sealed,

assuring the perfect condition of the contents for a very considerable length of time.

We know that goods well displayed are half sold, so we decided to dress up the package and provide a display container for the counter. The tube itself is enamelled in three colors. The counter display carton, which holds twelve of the 2 oz. tubes, is printed in the same three colors.

Kodak Photo Paste is a quality product, presented for sale in an attractive way. One box on your Kodak counter, and another on the Stationery counter, will soon empty themselves.

Price

Per box, twelve 2 Oz. tubes. \$1.80

Dealers' discount 40%

f.4.5 LENS REPLACES f.8 FOR PROJECTION PRINTING

The Eastman Projection Printer No. 1 is now regularly equipped with an Eastman Projection Anastigmat lens f.4.5 with 7½ inch focus, and the price, including three diffusing discs, paper holder, sliding table, 10 watt red lamp and 2-250 watt Mazda lamps, is \$500.00 list, a reduction of \$25.00. Dealers' discount is 25%.

When sold separately, the Eastman Projection Anastigmat lens

f.4.5, 7½ inch focus, is \$53.50 list, which price is subject to dealers' discount of 25%.

Diffusing discs for the new Projection lens will be furnished in sets of three, as follows:—

List price, per set \$25.00

Dealers' discount 25%

These changes should be noted on page 59 of the 1923 Condensed Price List.

You cut the coupon *—we do the rest*

Mrs. Arnold buys a Kodak.

As she is about to leave the counter, you say, "If you will just give me your address, we will send a Kodak magazine to you for a year with our compliments." Of course she accepts.

You tear the *Kodakery* coupon from the manual, fill it in and drop it in the *Kodakery* envelope on your cash register.

Mrs. Arnold leaves with the thought—"I like this store. They seem interested in their customers."

Later you mail her coupon with others to us.

We send *Kodakery* to Mrs. Arnold free for one year. Twelve times she is reminded of your courtesy. Twelve times—through the articles and advertisements in *Kodakery*—she receives suggestions which take her back to your counter to buy.

It costs us more than sixty cents a year to produce and mail *Kodakery* to Mrs. Arnold.

We pay the bill—but it's *your Kodakery*.

Remember the coupon.

PRICE CHANGES

Since the last Trade Circular was issued, we have made the following price changes, which should be noted in your new 1923 Condensed Price List:—

Effective March 14, 1923

(1923 Condensed Price List, page 23)

NO. 1 EASTMAN VIEW CAMERA

5 x 7	\$42.00
8 x 10	46.00

NO. 2 EASTMAN VIEW CAMERA

5 x 7	\$53.00
6½ x 8½	55.00
8 x 10	58.00
7 x 11	63.00

EMPIRE STATE VIEW CAMERA

11 x 14	\$86.00
Prices net	

CARRYING CASES

(1923 Condensed Price List, page 40)

For No. 1 Eastman View Camera,	
5 x 7	\$ 7.00
Do., 8 x 10	7.75
For No. 2 Eastman View Camera,	
5 x 7	7.75
Do., 6½ x 8½	8.75
Do., 8 x 10	10.00
Do., 7 x 11	10.50

Prices net

CIRKUT CAMERAS AND OUTFITS(1923 Condensed Price List,
pages 15 and 16)

Cirkut Camera No. 10	\$420.00
Cirkut Panoramic Outfit No. 6,	
R. R. Lens	258.00
Do., with Turner-Reich	
Lens, Series II, No. 2....	318.00
Cirkut Panoramic Outfit No. 8,	
R. R. Lens	318.00
Do., with Turner-Reich	
Lens, Series II, No. 4 ...	390.00
Dealers' discount 32%	

Effective March 17, 1923

LENS BOARDS

(1923 Condensed Price List, page 37)

For No. 1 Eastman View Camera,	
5 x 7	\$0.65
Do., 8 x 1090
For No. 2 Eastman View Camera,	
5 x 7	1.15
Do., 6½ x 8½	1.40
Do., 8 x 10	1.40
Do., 7 x 11	3.75

Prices net

Effective March 20, 1923

KODAK DRY MOUNTING TISSUE

(1923 Condensed Price List, page 58)

Roll 5 Yds., 20 in. wide	\$1.10
Roll 10 Yds., 20 in. wide	2.20

Dealers' discount 25%

Effective March 26, 1923

EASTMAN PROJECTION PRINTER

(1923 Condensed Price List, page 59)

Eastman Projection Printer	
No. 2, complete	\$725.00

Price net

Effective April 3, 1923

EASTMAN FILM NEGATIVE ALBUM

(1923 Condensed Price List, page 89)

For 100, 2½ x 4¼ or smaller	
negatives	\$1.25
For 100, 3¼ x 4¼, 4 x 5 or	
smaller negatives	1.50
For 100, 3¼ x 5½ or smaller	
negatives	1.50

Dealers' discount 33⅓%

DISCONTINUED

We shall not supply the following items in future:—

Eastman Photo Paste in the 3 Oz. Tube, as listed on page 70 of the 1923 Condensed Price List. The new 2 Oz. Kodak Photo Paste, announced elsewhere in this circular, replaces this 3 Oz. tube, but the 5 Oz. tube of Eastman Photo Paste is still available.

Grain Leather, velvet lined, Carrying Case, as listed on page 39 of the 1923 Condensed Price List, for Vest Pocket Autographic Kodak.

Solio Hardener, 1923 Condensed Price List, page 70.

Tank Developer Powders for style H Machine. In their place we recommend the use of No. 2 Premo Tank Powders.

CARRYING CASE FOR V.P.K.

In place of the Grain Leather Case for Vest Pocket Kodak discontinued, we will supply a Leather Hand Carrying Case fitted with carrying strap, as follows:—

List Price \$1.00

Dealers' discount 30%

The leather case without strap for V. P. Kodak, as listed on page 39 of the 1923 Condensed Price List, will be supplied the same as heretofore.

MASKS FOR COMMERCIAL KODAK PRINTER

These masks, when furnished separately, will hereafter be supplied in sets of eight, instead of in sets of six as listed on page 55 of the 1923 Condensed Price List.

Price, per set \$1.20

Dealers' discount 25%



You'll keep the children
children with a

KODAK

And you'll *keep* your prints in a Kodak album. Let us show you the new styles—they're unusually attractive.

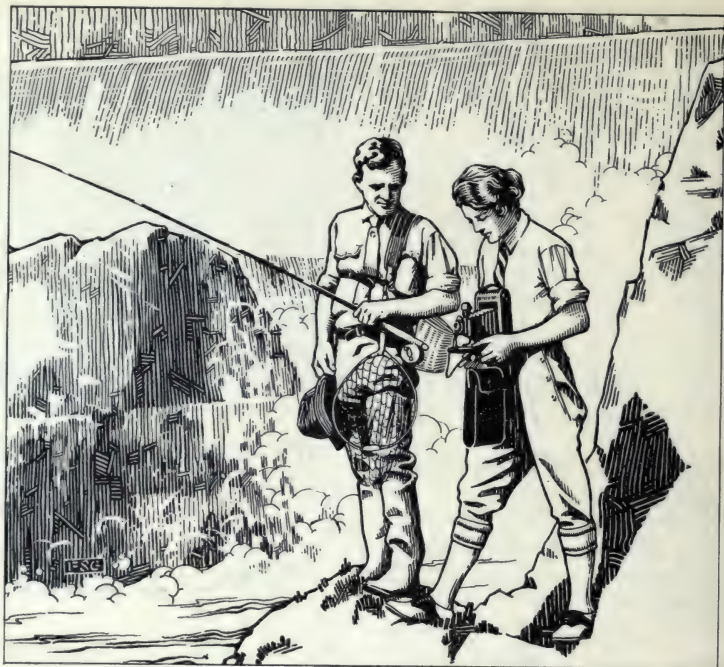
Autographic Kodaks \$6.50 up.

Kodak Albums 35c. up.

Richard Roe & Co.

1201 Tripod Ave.

Free on request.—Electrotype of this advertisement complete: Double Column No. 29A, Single Column No. 29B. Illustration only, Double Column No. 183A, Single Column No. 183B.



All out-doors
invites your KODAK

—and here you'll find Kodaks, Kodak Film and Eastman Supplies—the complete line, always in stock.

We're your dealer

Richard Roe & Company

1201 Tripod Ave.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XX, No. 1

TORONTO, CANADA

May, 1923

VELOX ENLARGING PRINTER FOR FINISHERS

People buy small cameras for convenience in carrying. They seldom want small pictures.

The new Velox Enlarging Printer will enable you and the commercial finisher to offer large prints on Velox from the smallest negatives at a cost close to contact print costs.

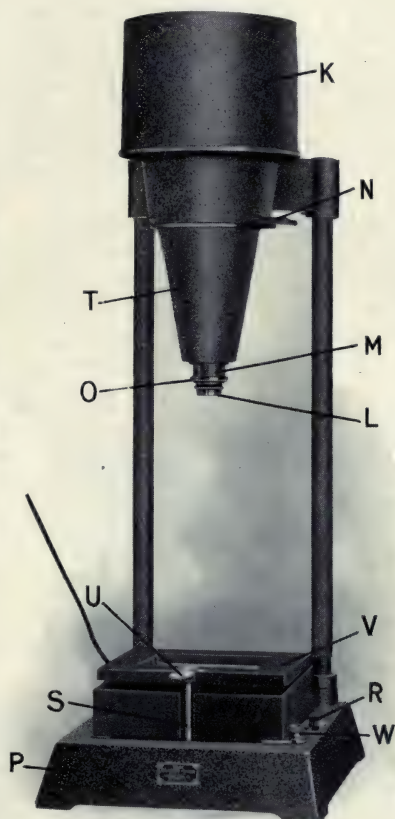
The adjoining table tells the story of size:

Negative	Enlargements	Paper
1 $\frac{5}{8}$ x 2 $\frac{1}{2}$	3 $\frac{1}{8}$ x 5 $\frac{3}{8}$	3 $\frac{1}{2}$ x 5 $\frac{3}{4}$
2 $\frac{1}{4}$ x 3 $\frac{1}{4}$	3 $\frac{5}{8}$ x 5 $\frac{5}{8}$	4 x 6
2 $\frac{3}{4}$ x 3 $\frac{1}{4}$	4 $\frac{3}{8}$ x 6 $\frac{3}{8}$	5 x 7

The story of cost is told in a few words. Through the agency of powerful illumination, condensing lenses, enlarging lens, fixed focus, and the greatest simplicity throughout, the speed of operation is almost as great as in contact printing.

To satisfy yourself on this point, examine the lettered photograph.

To shift the paper holders for enlargements of different size, you loosen two large thumbscrews on opposite corners of the paper holder, slip out two hooks, lift out one of the three holders supplied, and slip in another. There are three holders—one for 3A prints from V. P. K. negatives; a second for 3 $\frac{5}{8}$ x 5 $\frac{5}{8}$ prints from 2 $\frac{1}{4}$ x 3 $\frac{1}{4}$ negatives; and a third holder for



- K—Lamp House
- L—Projection Lens
- M—Lens Holder
- N—Negative Holder
- O—Lens Collar
- P—Platform
- R—Switch for Dim Light
- S—Switch for Printing Light
- T—Cone
- U—Handle of Paper Holder
- V—Paper Holder
- W—Thumb Screw

$4\frac{7}{8} \times 6\frac{5}{8}$ prints from $2\frac{1}{4} \times 3\frac{1}{4}$ negatives with $\frac{3}{16}$ " margins on all four sides on standard sizes of paper. (Extra screw holes in the paper holders permit adjusting the paper guides to use over-size paper which is to be trimmed.)

The lens is fitted to a movable collar or tube. When down it is in focus for the smaller magnification ($3\frac{5}{8} \times 5\frac{5}{8}$ enlargements from $2\frac{1}{4} \times 3\frac{1}{4}$ negatives). Push it up a fraction of an inch to the limit of motion. It is now in focus for the larger magnification. (3A enlargements from V. P. K. negatives and $4\frac{7}{8} \times 6\frac{5}{8}$ enlargements from $2\frac{1}{4} \times 3\frac{1}{4}$ negatives.)

The lens is the Kodak Projection Anastigmat mounted in barrel with Iris diaphragm and operating normally at *f*.6.3. For use with very thin negatives or for dodging, it may be stopped down slightly.

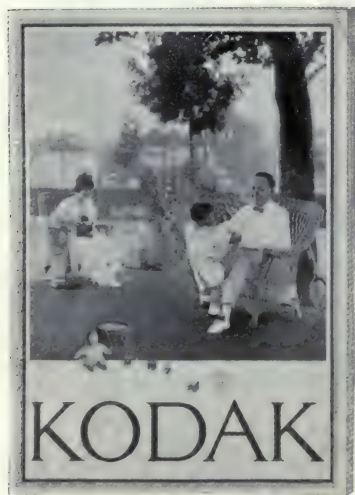
Either cut or strip negatives can be used in the negative holder. It is the simplest form of holder, without masks. Velvet strips prevent scratching in strip printing.

Illumination, furnished by a 250-watt stereopticon Mazda lamp with monoplane filament supplied as regular equipment, is amplified by reflector and strong condensing lenses. Pressure on the handle of the paper holder frame operates the switch.

Diffusing discs for softening the focus are obtainable. The regular set of two sold for use on the Kodak Projection Printer also fits the Velox Enlarging Printer. This is an advantage of the greatest importance.

Velox Enlarging Printer, complete	\$150.00
Kodak Projection Printer Diffusing Disc, set of two	11.50
Dealers' discount 25%	

1923 KODAK CATALOGUE



The new Kodak Catalogue is out. Advance copies have already been mailed and the distribution in quantities is proceeding as rapidly as so large an edition can be hand-

led by our printers and shippers.

There's no need to ask for a supply. Every dealer will receive a quantity for his requirements. They're probably on the way to you now.

The 1923 Catalogue contains several new items. Read it carefully. Have your salesmen read it from cover to cover. It will be a good review of the selling points of each camera and accessory.

Get copies into the hands of the right people—the people in your community who are likely to be interested in the new goods. But remember that the large catalogues are expensive. The supply though generous is limited. There won't be one for everybody. Use them judiciously.

The Kodak Summer Booklet for direct mailing on a more generous scale will be ready soon.

4 x 5 REVOLVING BACK GRAFLEX, SERIES B

This new camera is the successor to the 4 x 5 Revolving Back Telescopic Graflex. It embodies two distinguishing features.

Its lens, Kodak Anastigmat *f*.4.5, is fitted in a permanent mount—not a lens board. The lens standard is therefore smaller and it travels on a single, wide, metal track. Thus the section that moves when the focusing knob is turned is more compact than on previous models, in which the whole front racked back and forth, and is a distinct improvement in camera design.

The Revolving Back Graflex, Series B, is an integral Eastman product so that its optical and mechanical elements match exact-

ly, each enhancing the other's capabilities. The Kodak Anastigmat *f*.4.5 fitted to this camera, and the only lens equipment offered, is the peer of any lens made anywhere at any price. Its focal length, $7\frac{1}{2}$ inches, is especially suited for all 'round use on a 4 x 5 instrument as ample images are secured without sacrificing depth. The bellows draw permits of sharp focus as close as 28 inches, at which distance the image is about one-third actual size.

Basic Graflex features—reflecting mirror and focal plane shutter—are unchanged, of course. The picture shows on the ground glass, right side up, negative size. The shutter has speeds of 1-10 to 1-1000 of a second, a slow snapshot of about 1-5, and time. Vertical images may be photographed lengthwise of the film by giving the revolving back a quarter turn.

Revolving Back Graflex, Series B, is a unified camera, designed and executed by one organization, with the logical result that all its components work harmoniously toward getting the best possible pictures over a wide variety of subjects.

Dimensions, $8\frac{3}{8}$ x $6\frac{3}{8}$ x $7\frac{7}{8}$ inches; weight, $7\frac{3}{4}$ pounds.

PRICE

4x5 Revolving Back
Graflex, Series B,
with Kodak Ana-
stigmat Lens *f*.4.5,
No. 33\$116.00
Dealers' discount 32%



SUPER-SPEED X-RAY FILM

With the increasing use of the Potter-Bucky diaphragm and fine focus tube there has been a growing need of greater efficiency in X-Ray exposure.

Obviously the solution was a faster radiographic film; but while it seemed feasible to increase screen speed somewhat, it meant, until now, the sacrifice of not only *quality* in the screen exposures, but almost the entire effectiveness of the material for *direct* exposures without screens.

Eastman Dupli-Tized X-Ray Film, Super Speed, meets all the requirements. Two and a half times the screen speed of regular Dupli-Tized film and 20% more direct speed with the same sharp degree of contrast which has made Dupli-Tized Film the standard radiographic medium. Prices and packages of Super Speed same as regular. In ordering, be sure to specify Super Speed if the faster film is wanted.

A NEW CARD FOR STREET CAR ADVERTISING

Street Car Advertising is good advertising and in our plans to help you make this a banner year at your Kodak counter, we have not overlooked this valuable aid.

The first of the new 1923 Car Cards is illustrated below. It is an attractive card printed in colors and designed to tie up to our national advertising.

The cards are of the standard car size, 11 x 21 inches, and are to be supplied for street car use only. They are too expensive and too perishable for fence tacking or similar purposes.

When ordering please state with whom your contract for space is made and how many cards will be required.

They're gratis and will be furnished with your name and address printed on.

CAR CARD No. 835 NOW READY. Please order by number



*Keep a Kodak Story
of the Children*

Our developing and printing service
means the most from every exposure

RICHARD ROE & CO.
1201 Tripod Avenue

MORE SATISFACTORY FILM DISTRIBUTION

Excepting only two sizes, your film orders are now filled in the proportion of Autographic and Non Autographic that the orders specify.

When Autographic Film is ordered, you get only Autographic; when Non Autographic is ordered, only Non Autographic Film is shipped.

The exceptions to this rule are Nos. 120 and 116, respectively $2\frac{1}{4} \times 3\frac{1}{4}$ and $2\frac{1}{2} \times 4\frac{1}{4}$ in size. In these sizes our manufacturing and distributing schedules require that we execute all orders on a fifty-fifty basis, that is 50% Autographic and 50% Non Autographic. This distribution is necessary to guard against a shortage.

The eventuality of a shortage occurring is an important matter to you and to your customers as well as to us. We therefore ask you to please accept this basis of distribution for the present and to make your orders accordingly.

The proportions of 50% Autographic and 50% Non Autographic will prove right for your requirements. Nos. 120 and 116 film are used in the two most popular Box Brownie Cameras, Nos. 2 and 2A, which do not require Autographic film. Your clerks should be instructed to ask every customer buying film cartridges of this size, "Do you use an Autographic camera?" Of course Autographic Film will be supplied if the camera is Autographic and Non Autographic Film will be given to the customer whose camera has not the Autographic feature.

When ordering film please bear

in mind that the letter "A" preceding the number indicates Autographic Film, for example—

144 Rolls No. A-122 Film, 6 exposures.

A number not preceded by the letter "A" indicates Non Autographic Film, for example—

144 Rolls No. 122 Film, 6 exposures.

All film orders should be made out in this style. Orders which read—

144 Rolls 3A—6 exposure Film are indefinite. "3A" does indicate the size, but it does not tell us whether Autographic or Non Autographic Film is wanted. Our practice in such cases, excepting only the two sizes above mentioned, is to send Autographic Film.

Avoid misunderstandings by always ordering film by number.

WHEN ORDERING ALBUM LEAVES

The revised price list of Kodak Albums, which appears on page 5 of the March Trade Circular, incorporates some changes which should be particularly noted.

The Style A Balmoral, Glendale and Westminster Albums, formerly $5\frac{1}{2} \times 7$ inches, have been increased in size to 5×8 , and the Style B 7×10 are now 7×11 inches.

The Style A Kodak Album has also been changed from $4\frac{3}{4} \times 7$, to 5×8 .

These changes and others, which a comparison of the listing in the new 1923 Condensed Price List and Catalogue with that in the 1922 Price List will reveal, are made for the sake of standardization.

The changes and the fact that some albums are now supplied with leaves with rounded corners

will necessitate careful attention to the ordering of album leaves.

To be certain that you receive what you want, it would be advisable for the present when ordering album leaves to specify the exact dimensions of the leaves that are required and to state whether leaves with rounded or square corners are wanted.

PICTURE MESSAGE FOLDER

This is an attractively designed folder for mailing individual pictures with additional space the size of a post card for the written message. Prints are inserted under cut corners. For mailing the folder is closely secured by a gummed seal supplied.

This new Mount Novelty will appeal to vacationists for sending reports back home and to fellow vacationists elsewhere. They are equally useful for stay-at-homes.

Everyone sold sells extra prints.



Showing the two inside "pages" of the Picture Message Folder with print inserted

The Price

A, for $2\frac{1}{4} \times 3\frac{1}{4}$ or $2\frac{7}{8} \times 4\frac{7}{8}$ prints, upright or horizontal, per dozen	\$0.60
B, for $2\frac{1}{2} \times 4\frac{1}{4}$ or $3\frac{1}{4} \times 5\frac{1}{2}$ prints, upright or horizontal, per dozen60
Dealers' discount 25%	

"AN EXTRA MAN BEHIND YOUR COUNTER"

That title might be applied with truth to the June issue of the *Kodak Salesman* out June 1st. One idea you get by reading it may add tremendously to your profits without increasing your expense.

We put sales ideas in the *Salesman* because the man at the counter can usually apply them directly in his work. But there are two reasons why the store owner himself should look through every issue of the *Kodak Salesman*. There are articles in every issue that require initiative from the man higher up—and the store owner has the most at stake.

For example, in the June issue, do not overlook:

"For you to mail"—page 4.

"Make our ads work for you"—page 5.

"Put prices in the window"—page 6.

"Make the appeal direct"—page 7.

"He's more than a pharmacist"—pages 8-9.

"Sell them together"—page 12. (See also page 13.)

"His wonderful catch"—page 12. Your new show cards on page 14.

Sales ideas other dealers are using—page 15.

The profit in being an expert—page 16.

K. A. *f*.4.5 LENSES IN COMPOUND SHUTTERS

For use on View and Home Portrait cameras we are supplying Kodak Anastigmat lenses *f*.4.5 fitted to Compound Shutters, as follows:

Lens No.	Size of plate Covered	Shutter No.	Equiv. Focus (in.)	List Price
35	6½ x 8½	4	10	\$150.00
36	8 x 10	5	12	200.00
Dealers' discount 33⅓%				

PRICE CHANGES

Since the last Trade Circular was issued we have made the following price changes, which should be noted in your 1923 Condensed Price List.

Effective April 11, 1923

HYDROCHINON

(Condensed Price List, page 68)

1 Oz. Can	\$0.20
¼ Lb. Can57
½ Lb. Can	1.05
1 Lb. Can	1.95
5 Lb. Tin	9.60

Dealers' discount 33⅓%
25 Lb. lots, assorted, 40%

Effective April 12, 1923

SODIUM HYPOSULPHITE

(Condensed Price List, page 67)

Barrel, 350 Lbs., per Lb. net, \$0.07

Effective May 2, 1923

EASTMAN PORTABLE BACK-GROUND CARRIER

(Condensed Price List, page 41)

Price, each \$6.00

Dealers' discount 25%

DISCONTINUED

Their manufacture having been discontinued, the following articles are dropped from the list. Cancellations should be made in your 1923 Condensed Price List:—

KODAK DRY MOUNTING PRESS, 11 x 14, gas heated. (Condensed Price List, page 57.) The electrically heated Kodak Dry Mounting Press will be supplied as heretofore.

PREMO CAMERA NO. 8, 3¼ x 5½, as listed on page 22 of the 1923 Condensed Price List, with Planatograph lens and with Kodak Anastigmat *f*.7.7 lens. The Premo No. 8, in sizes 4 x 5 and 5 x 7, fitted with Planatograph lens, is still available.

REVOLVING BACK TELESCOPIC GRAFLEX, 3¼ x 4¼, fitted with Kodak Anastigmat *f*.4.5 lens, No. 32, and 4 x 5 with Kodak Anastigmat *f*.4.5 lens, No. 33. These cameras are listed on page 18 of the 1923 Condensed Price List. A new model of the 4 x 5 Revolving Back Graflex, listed as series B, is announced on page 3 of this circular.

CORRECTIONS

The case of 1363 sheets of Lantern Slide Cover Glass, listed on page 6 of the March Trade Circular as 3¼ x 4¼, should be 3¼ x 3¼. The listing on page 50 of the 1923 Condensed Price List is correct.

The gross package of 14 x 17 Double Weight Eastman Bromide Paper should be \$39.40, instead of \$36.40, the price printed on page 80 of the 1923 Condensed Price List.

STOLEN CAMERA

The loss by theft of No. 2 Folding Autographic Brownie No. 447281, with single lens, is reported by the Vantage Drug Store, L. L. Gullivan, Prop., Vantage, Sask.



Kodak Keeps the Story

What a chance for a picture—and how easy it all is the Kodak way. “Click” the shutter goes and the story stays—for all time.

We'll welcome every chance you give us to help you make good pictures—that's *our* way. Kodaks, Kodak Film, Eastman supplies—a full stock, always on hand—that's our way, too.

*Get your copy of the new Kodak catalogue
at our counter.*

Richard Roe & Company
1201 Tripod Avenue

FOR TRADE CIRCULATION ONLY

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XX, No. 2

TORONTO, CANADA

June, 1923

NOW READY—A NEW KODAK

No 1
Pocket Kodak
Series II

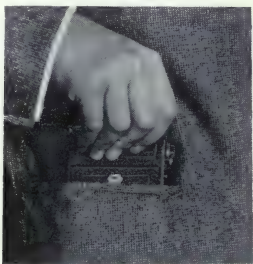


Introduced just in time for vacation business. Read announcement
on page 2

No. 1 POCKET KODAK SERIES II

Fixed Focus and Focusing Models

This new Kodak has features which immediately stamp it as a thoroughly capable and strikingly distinctive photographic instrument.



Slips from the pocket in a jiffy.

Foremost in importance comes the quick action feature. By means of the Self Erecting front, the lens springs into picture-making position as the camera bed is pulled down. Smoothly and with the speed of a piece of coast artillery ordnance going into action the camera is ready for the picture. With the fixed focus model focusing is automatic and on the focusing model a finger tip adjustment of the lens mount sets the focus at 5, 6, 8, 10, 15, 25 or 100 feet.

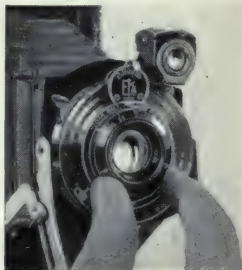
Compactness is another attractive quality of the No. 1 Pocket Kodak



Springs into action with a snap.

Series II. Its outside dimensions are less three ways than those of any other Kodak or Brownie for pictures as large as $2\frac{1}{4} \times 3\frac{1}{4}$ inches, and its weight is less—only 15 Ozs. in the fixed focus model.

Handsome appearance, with Seal Grain Leather Covering, and a surface without protruding devices—even the Autographic attachment is countersunk—are additional features that will help to make the new Kodak popular wherever it is displayed and demonstrated.



Focus at the finger tips.
(Focusing Model.)

Speed of lens is added to speed of operation in the focusing model. It has the popular Eastman-made Kodak Anastigmat Lens *f*.7.7, producing sharp, crisp negatives and correspondingly clean cut prints, whether contact or enlargement.

The Shutter on both models is the Kodak Ball Bearing, with speeds of $1/25$, $1/50$ and $1/100$ of a second, as well as Time and "Bulb" action. No Cable Release is supplied, because it is not advisable to close the camera with a Release attached. Releases 2, 13 and 16 all fit the socket in the shutter and may be attached for use with a Kodak Self Timer.

Briefly summarized, here are the features that will make the new Kodak a favorite at your Kodak counter: quick action in opening and focusing; exceptional lightness and hand-fitting size; mechanical perfection; handsome appearance.

The introduction of the No. 1 Pocket Kodak Series II at this time—on the eve of the vacation season—brings an opportunity for new business. The distinctive features of the new Kodak will appeal to all amateur photographers. The quick get-a-way, compact size and handsome appearance are qualities that will especially interest vacationists.

Moderate price is an additional attraction.

Here is something new to talk about, so let's get busy. We will do our talking in the advertising pages of the magazines. You'll benefit from this if you will talk about the No. 1 Pocket Kodak Series II to the people in your community through the advertising columns of the local paper, through your display window and at your Kodak counter.

Electros to illustrate your advertising copy and display cards to accompany the new Kodaks on display are gratis, but will be furnished only on request. Ask the Advertising Department.

Details

Size of pictures: $2\frac{1}{4} \times 3\frac{1}{4}$ inches. Size of Kodak: $1\frac{1}{16} \times 3\frac{1}{16} \times 6\frac{7}{16}$ inches. Capacity without reloading: 6 exposures. Weight: Fixed focus model, 15 Ozs; Focusing model, $16\frac{1}{2}$ Ozs. Lens: Fixed focus model, Single Achromatic; Focusing model, Kodak Anastigmat $f.7.7$. Shutter: Kodak Ball Bearing, with finger release. Finder: Brilliant, reversible for vertical or horizontal pictures. Body: Aluminum, covered with Seal Grain

Leather. Metal parts finished in nickel and black enamel. Black bellows. Autographic feature. Two tripod sockets.

Prices

No. 1 Pocket Kodak Series II (Fixed focus) with Meniscus Achromatic Lens and Kodak Ball Bearing Shutter	\$13.50
Do., Focusing model, with Kodak Anastigmat $f.7.7$ Lens	20.00
Dealers' discount 32%	
Black Sole Leather Carrying Case, with strap	\$2.50
Dealers' discount 30%	

**A new model—
always in focus**

For pictures you will want to make on the farm, whether for pleasure or business, here is a Kodak that sets the mark.



No. 1 Pocket Kodak Series II

It is strikingly simple to operate—just open the camera, pull down the bell and the fixed focus lens springs into picture-making position. It is strictly sized to fit the pocket and neatly finished to please the eye.

Many pictures that you will make need



1. Slips from the pocket in a jiffy.

the date and title to complete their usefulness—photographs of crops and livestock, for example. By means of the autographic attachment, found on all Kodaks, you can write the date and title on the film at the time of exposure and the picture becomes a complete, authentic record.

*See the new
No. 1 Pocket Kodak Series II
at your dealer's.*

Picture $2\frac{1}{4} \times 3\frac{1}{4}$
Price \$13.50



2. Springs into action with a snap.

CANADIAN KODAK CO., Limited, Toronto

The first gun of a new campaign.

A WORD OF WARNING

Dealers in the products of this Company are not in any sense of the word our agents and they should not advertise as such. Dealers who advertise as "Kodak Agents" or "Authorized Kodak Agency" or "We are agents for the Canadian Kodak Company," by so doing create a possibility of future legal complications, which makes the use of these phrases emphatically unwise.

THE RIVIERA ALBUM

This new Album, already announced by its appearance in the 1923 Condensed Price List and the new Kodak Catalogue, is now ready—in time to help you interest your vacation customers in a systematic record of their holiday pictures.

The Riviera Album is decidedly distinctive in its cover design. The dark olive cover is of imitation leather with leather grain embossing. The word "Photographs" in raised letters is set in an embossed panel with pebbled background. The style is loose-leaf, with open back, the 50 black leaves being held in place by means of a silk finished cord which passes through the cover and hollow metal tubes.

Although excellent in quality and rich in appearance, the price is moderate. Such a combination is sure to make the Riviera a popular album at your Kodak counter.

Contrary to the listing of this

album on page 90 of the 1923 Condensed Price List, it is furnished in one color only. Please correct your Price List accordingly.

RIVIERA ALBUM



Style B, size 7 x 11, each..... \$2.25
Dealers' discount 35%

With other albums to make up an assortment of \$75.00 list value, 35% and 20%.

ADDITIONAL LENS FOR PRESS GRAFLEX

Your customers may now obtain the Press Graflex equipped with Kodak Anastigmat *f*.4.5 lens No. 35, 10 inch focus, as well as the No. 34 lens, previously listed with it.

The price of the camera with No. 35 lens is \$275.00. Dealers' discount 32%.

IT IS No. 836—AND YOURS ON REQUEST

If you have a street car contract we will supply a quantity of these car cards for your use.

*Kodak keeps
all the story*

Autographic Kodaks \$6.50 up
Finishing you'll like

RICHARD ROE & CO.
1201 Tripod Avenue



PRICE CHANGES

Since the last Trade Circular was issued, we have made the following price changes. Please correct your 1923 Condensed Price List accordingly.

Effective June 4, 1923

ELON

(Condensed Price List, page 68)

1 Oz. Bottle	\$0.50
$\frac{1}{4}$ Lb. Bottle	1.65
$\frac{1}{2}$ Lb. Bottle	3.15
1 Lb. Bottle	6.00

Dealers' discount 33 $\frac{1}{3}$ %

In 25 Lb. lots, assorted 33 $\frac{1}{3}$ % and 5%

Effective June 5, 1923

POTASSIUM IODIDE

(Condensed Price List, page 67)

1 Oz. Bottle	\$0.56
1 Lb. Bottle	7.50

Dealers' discount 33 $\frac{1}{3}$ %

Effective June 7, 1923

ACETIC ACID, 28% PURE—(No. 8)

(Condensed Price List, page 67)

100 Lb. Carboy, per lb.	\$0.09
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Price net

CITRIC ACID, POWDERED

(Condensed Price List, page 67)

1 Oz. Bottle	\$0.18
1 Lb. Bottle	1.40

Dealers' discount 33 $\frac{1}{3}$ %

ALUM, POWDERED

(Condensed Price List, page 67)

1 Lb. Carton	\$0.25
5 Lb. Tin	1.15

Dealers' discount 33 $\frac{1}{3}$ %

50 Lb. lots assorted, 33 $\frac{1}{3}$ % and 10%

POTASSIUM BROMIDE, GRANULAR

(Condensed Price List, page 67)

1 Oz. Can	\$0.12
$\frac{1}{4}$ Lb. Can	.27
$\frac{1}{2}$ Lb. Can	.42
1 Lb. Can	.75

Dealers' discount 33 $\frac{1}{3}$ %

PYRO, CRYSTALS, (PERMANENT)

(Condensed Price List, page 68)

1 Oz. Bottle	\$0.30
$\frac{1}{4}$ Lb. Bottle	.80
$\frac{1}{2}$ Lb. Bottle	1.50
1 Lb. Bottle	2.75

Dealers' discount 33 $\frac{1}{3}$ %

25 Lb. lots, assorted, 40%

SODIUM BISULPHITE

(Condensed Price List, page 67)

1 Oz. Bottle	\$0.15
1 Lb. Bottle	.40

Dealers' discount 33 $\frac{1}{3}$ %

SODIUM HYPOSULPHITE

(Condensed Price List, page 67)

1 Lb. Carton	\$0.20
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Dealers' discount 33 $\frac{1}{3}$ %

2 case lots (72 lbs.) 40%

Effective June 8, 1923

HYDROCHINON

(Condensed Price List, page 68)

1 Oz. Can	\$0.21
$\frac{1}{4}$ Lb. Can	.69
$\frac{1}{2}$ Lb. Can	1.27
1 Lb. Can	2.40
5 Lb. Tin	11.85

Dealers' discount 33 $\frac{1}{3}$ %

In 25 Lb. lots, assorted, 40%

In 100 Lb. lots, assorted, 40% and 10%

Effective June 11, 1923

ARTURA DEVELOPER POWDERS

(Condensed Price List, page 68)

Cartridge No. 1	\$0.07
Cartridge No. 2	.14
Box, 6 cartridges No. 1	.40
Box, 6 cartridges No. 2	.80

Prices net

AZO DEVELOPER POWDERS

(Condensed Price List, page 68)

Carton of 6 powders	\$0.35
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Dealers' discount 33 $\frac{1}{3}$ %

In lots of 48 cartons, 40%

KODAK CHEMICAL OUTFIT

(Condensed Price List, page 68)

Each	\$0.45
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Dealers' discount 33 $\frac{1}{3}$ %

Price Changes Continued—**HYDROCHINON, PYRO AND EASTMAN SPECIAL DEVELOPER POWDERS**

(Condensed Price List, page 68)

Per carton of 5 glass tubes \$0.35

Dealers' discount 33⅓%

In gross lots, assorted, 40%

SOLIO TONING AND FIXING POWDERS

(Condensed Price List, page 69)

Per carton of 5 glass tubes \$0.35

Dealers' discount 33⅓%

*In gross lots, assorted, 40%

*May be included with Hydrochinon, Pyro and Eastman Special Developer Powders in glass tubes to make up gross lot assortment.

EASTMAN M.O. DEVELOPER POWDERS

(Condensed Price List, page 69)

Per package of 6 powders \$0.35

Dealers' discount 33⅓%

In lots of 48 cartons, 40%

PREMO TANK POWDERS

(Condensed Price List, page 69)

No. 1, per package 6 powders \$0.30

No. 2, per package 6 powders40

No. 3, per package 6 powders60

Dealers' discount 33⅓%

SPECIAL DEVELOPER POWDERS

(Condensed Price List, page 69)

Per package of 6 powders \$0.35

Dealers' discount 33⅓%

In lots of 48 cartons, 40%

TANK DEVELOPER POWDERS

(Condensed Price List, page 69)

For 5 x 7 Plate Tank, per package of 6 \$0.60

For 2½ and 3½ inch Kodak Film Tanks, Style A Machine and 4 x 5 Plate Tank, per package of 630

For 5 and 7 inch Kodak Film Tanks or Style E Machine, per package of 635

For Brownie Film Tank, Brownie Developing Box or Developing Machine, Vest Pocket Kodak Film Tank, per package of 6 .. .25

Dealers' discount 33⅓%

X-RAY DEVELOPER POWDERS

(Condensed Price List, page 69)

No. 2 package \$0.60

No. 3 package85

No. 4 package 3.50

Dealers' discount 33⅓%

In gross lots, assorted 40%

VELOX N.A. LIQUID DEVELOPER

(Condensed Price List, page 69)

4 Oz. Bottle \$0.30

16 Oz. Bottle90

Dealers' discount 30%

In 1 doz. bottles, one size, 35%

In 96-4 Oz. or 36-16 Oz. bottles, 40%

½ Gal. Bottle \$2.40

Dealers' discount 25%

NEPERA SOLUTION

(Condensed Price List, page 69)

4 Oz. Bottle \$0.30

16 Oz. Bottle90

Dealers' discount 30%

In 1 doz. bottles, one size, 35%

In 96-4 Oz. or 36-16 Oz. bottles, 40%

½ Gal. Bottle \$2.40

Dealers' discount 25%

VELOX RE-DEVELOPER

(Condensed Price List, page 69)

4 Oz. package \$0.60

2 Oz. package30

Dealers' discount 33⅓%

ACID HARDENER

(Condensed Price List, page 70)

Per package \$0.30

Dealers' discount 33⅓%

VELOX LIQUID HARDENER

(Condensed Price List, page 70)

4 Oz. Bottle \$0.30

8 Oz. Bottle45

Dealers' discount 33⅓%

In 1 doz. bottles of one size, 40%

KODAK ACID FIXING POWDER

(Condensed Price List, page 70)

½ Lb. carton \$0.15

1 Lb. carton25

Dealers' discount 33⅓%

In 2 case lots, 40%

In 6 case lots, 40% and 10%

NOTE: There are 72-½ Lb. or 36-1 Lb. cartons to the case.

Price Changes Continued—**EASTMAN X-RAY FIXING POWDERS**

(Condensed Price List, page 70)

No. 1 package	\$0.75
No. 5 package	3.00

Dealers' discount 33⅓%
In gross lots, assorted, 40%

INTENSIFIER

(Condensed Price List, page 70)

Per tube	\$0.20
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Dealers' discount 33⅓%

EASTMAN LANTERN SLIDE VARNISH

(Condensed Price List, page 70)

4 Oz. Bottle	\$0.60
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Dealers' discount 33⅓%

KODAK LEATHER DRESSING

(Condensed Price List, page 70)

16 Oz. Can	\$1.25
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Dealers' discount 33⅓%

NEPERA AUXILIARY POWDERS

(Condensed Price List, page 70)

Per carton of 12 powders	\$0.45
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Dealers' discount 33⅓%

REDUCER AND STAIN REMOVER

(Condensed Price List, page 70)

Per carton of 5 tubes	\$0.50
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Dealers' discount 33⅓%

RETOUCHING FLUID

(Condensed Price List, page 70)

1 Oz. Bottle	\$0.30
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Dealers' discount 33⅓%

EASTMAN SPOTTING COLORS

(Condensed Price List, page 70)

Per set (3 colors)	\$0.40
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Dealers' discount 33⅓%

SOLIO TONER

(Condensed Price List, page 70)

4 Oz. Bottle	\$0.30
8 Oz. Bottle50

Dealers' discount 30%

In lots of 12-8 Oz. or 24-4

Oz. bottles, 33⅓%

In case lots of 24-8 Oz. or
48-4 Oz. bottles, 40%

½ Gal. Bottle	\$2.00
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Dealers' discount 25%

NEPERA WAXING SOLUTION

(Condensed Price List, page 70)

4 Oz. Bottle	\$0.40
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Dealers' discount 33⅓%

QUANTITY DISCOUNT

An additional 10% discount is now extended on Sodium Sulphite (Des.) in 1 Lb. tins when ordered in 2 case (48 tins) lots. The normal discount is 33⅓%. In 2 case lots the dealers' discount is now 33⅓% and 10%.

This change came into effect on May 15th.

DISCONTINUED

The manufacture having been discontinued, the following articles are dropped and should be deleted where listed in your 1923 Condensed Price List:—
SPECIAL PORTRAIT VELOX in the double weight only. (Condensed Price List, page 85.)

GRAFLEX COLOR PLATE HOLDERS in sizes 3¼ x 4, 3¼ x 4¼ and 4 x 5. (Price List, page 32.)

EASTMAN X-RAY REDUCINGCAMERA. (Price List, page 16.)

STEREO AUTO GRAFLEX. (Price List, page 18.)

NATURALISTS' GRAFLEX. (Price List, page 18.)

STEREOSCOPIC GRAPHIC CAMERA. (Price List, page 19.)

PREMO No. 9 with B. & L. Kodak Anastigmat f.6.3 lens and Ilex or Optimo Shutter in all three sizes, 3¼ x 5½, 4 x 5 and 5 x 7. (Price List, page 22.)

PREMO No. 10 with B. & L. Kodak Anastigmat f.6.3 lens and Ilex or Optimo Shutter. (Price List, page 22.)

KODAK ACID FIXING POWDER in ¼ Lb. size only. (Not included in the 1923 Price List.)

BULL'S EYE COMPOSITION TRAYS in sizes 3 x 8½ and 4½ x 14 inches. (Price List, page 64.)

KODELON. (Price List, page 68.)

AZO DEVELOPER POWDERS. The carton of 12 powders only is withdrawn. (Price List, page 68.)

EASTMAN M. Q. DEVELOPER POWDERS in package of 12. (Price List, page 69.)

EASTMAN P. S. DEVELOPER POWDERS. (Price List, page 69.)



WRITING THE AUTOGRAPHIC RECORD

Kodak Keeps the Story

All the story—not only the picture but the date and title written on the film at the time. And this feature is exclusively Eastman.

At our Kodak counter all the Kodaks are always ready for you to see. Drop in and pick out the one you want. It's here.

Autographic Kodaks \$6.50 up

We're your Kodak dealers

Richard Roe & Company

1201 Tripod Avenue

Free on Request: Engravings of this advertisement complete: Double Column No. 63A, Single Column 63B. Illustration only: Double Column No. 228A, Single Column No. 228B.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XX, No. 3

TORONTO, CANADA

July, 1923

ANNOUNCING THE **$3\frac{1}{4} \times 4\frac{1}{4}$ REVOLVING BACK GRAFLEX, SERIES B**

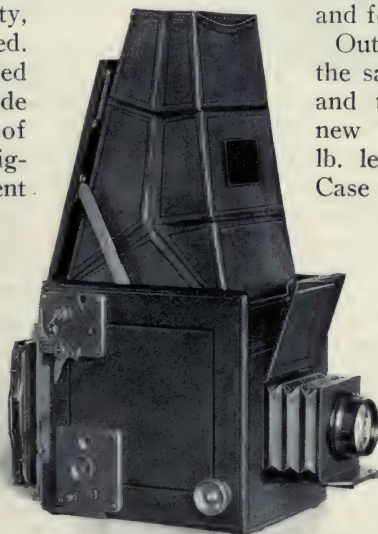
In the May Trade Circular was announced the first *Series B* Revolving Back Graflex— 4×5 . Now comes the $3\frac{1}{4} \times 4\frac{1}{4}$. This replaces the Revolving Back Telescopic Graflex $3\frac{1}{4} \times 4\frac{1}{4}$ which will no longer be made.

In the interest of optical and mechanical unity, only one lens is offered. This lens is unexcelled by any anastigmat made anywhere regardless of price—Kodak Anastigmat *f.4.5*. Permanent mounting of this lens means consistently superior results for the amateur.

The lens of the $3\frac{1}{4} \times 4\frac{1}{4}$ has a focal length of $6\frac{3}{8}$ inches, combining a large image, a practical depth of focus

and correct drawing of lines. Focused on objects at a minimum distance of 24 inches, it gives an image $\frac{3}{8}$ th actual size. The bellows is smaller and the lens standard slides on a single, wide metal track, whereas on previous models the whole front section racked back and forth.

Outside dimensions are the same as R. B. Auto and the weight of the new series B is $\frac{1}{4}$ lb. less. The Carrying Case is the same as that listed for the Revolving Back Telescopic on page 40 of the Condensed Price List.



The Price
Catalogue list
\$100.00

Dealers'
Discount 32%

ANNOUNCING THE $3\frac{1}{4} \times 4\frac{1}{4}$ GRAFLEX, *SERIES B*

In this camera, successor to the $3\frac{1}{4} \times 4\frac{1}{4}$ Auto Graflex, are found the same improvements that characterize the other Series B models, recently announced: (1) Kodak Anastigmat lens $f.4.5$ in a permanent mount, (2) a smaller bellows section.



The lens standard, instead of carrying a removable board, is just large enough to support the bellows and to hold the big anastigmat rigid—a space saving departure. The focusing knob has to move only a compact section of the camera along a single, wide, metal track, whereas on previous models the whole front racked back and forth.

The Graflex, Series B, is an Eastman product throughout, designed as a unit and sold as a unit. It is a one-lens instrument, listed only with the No. 31 Kodak Anastigmat $f.4.5$.

Lens and camera therefore match exactly. And the Kodak Anastigmat $f.4.5$ is the peer of any lens made anywhere at any price.

Focal length of $5\frac{1}{2}$ inches assures good perspective on the $3\frac{1}{4} \times 4\frac{1}{4}$ film, yet gives a depth of 16 to 62 feet when focused on 25 feet at $f.8$. Closest working distance is $26\frac{1}{2}$ inches, at which the image is one-fourth actual size.

Outside dimensions unchanged.

Weight (4 lbs. 6 ozs.) slightly less.

Carrying Case—same as for Auto Graflex, $3\frac{1}{4} \times 4\frac{1}{4}$, page 40 Condensed Price List.

The Price

Catalogue list \$75.00

Dealers' discount 32%

ADDITIONAL *SERIES B*, GRAFLEX CAMERAS

In addition to the *Series B* Graflex Cameras already announced, three others are in process of production. The $2\frac{1}{4} \times 3\frac{1}{4}$ Revolving Back Graflex, *Series B*, (replacing the R. B. Junior) and the 4×5 and 5×7 Graflex, *Series B*, (replacing the "Auto"). The $2\frac{1}{4} \times 3\frac{1}{4}$ and 4×5 sizes will be ready in July, the 5×7 in August.

Prices remain as now listed for the old models equipped with Kodak Anastigmat $f.4.5$ lenses, except in the case of the R. B. Junior. The new $2\frac{1}{4} \times 3\frac{1}{4}$ R. B., *Series B*, will carry the Kodak Anastigmat lens No. 31 instead of No. 32, and the price will be reduced to \$78.00 list. Dealers' Discount 32%.

No. 3 EASTMAN FILM SHEATHS

These new sheaths not only hold the film flat from side to side and from end to end, but they adapt film to any form of holder that is made for glass plates.

They are light in weight but are very rigid. They may be placed in holders and in the majority of holders may remain there permanently as the film may be slipped into the sheath while it is in the holder. One end and both sides of the sheath are turned over, forming a groove, into which the film slips and which holds it in place.

An important feature of this sheath is the fact that the turned edges are slightly tipped so that the film as it slides into the groove is made to hug the back and lie flat in the sheath.

Made in four sizes, as follows—

4 $\frac{3}{4}$ x 6 $\frac{1}{2}$	\$0.30
5 x 730
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$35
8 x 1040

Prices net

EASTMAN X-RAY EXPOSURE HOLDERS

In future Eastman X-Ray Exposure Holders will be supplied with lead-foil backing. The Exposure Holders without backing, as listed on page 32 of the Condensed Price List, are discontinued. Please substitute:

Eastman X-Ray Exposure Holders
With Lead-foil Backing

5 x 7	\$0.25
6 $\frac{1}{2}$ x 8 $\frac{1}{2}$30
8 x 1030
10 x 1235
11 x 1440
14 x 1750

Prices net

PRICE CHANGES

The following price changes have been made. Please note the corrections in your Condensed Price List.

Effective June 16, 1923

SETS OF COMMERCIAL FILTERS

(Condensed Price List, pages 30-31)

Commercial Set of three Filters, K₃, G and A, cemented in B Glass 3 in. square, per set \$21.00

Dealers' Discount 33 $\frac{1}{3}$ %

Technical Set of eight Filters, K₁, K₂, K₃, G, A, B, C and F, cemented in B Glass 3 in. square, per set \$43.75

Dealers' Discount 33 $\frac{1}{3}$ %

M Filters in Sets of nine, cemented in C Glass, with case,
2 in. square, per set \$20.00
4 in. square, per set 52.50

Dealers' Discount 33 $\frac{1}{3}$ %

TANK DEVELOPER POWDERS

(Condensed Price List, page 69)

For 2 $\frac{1}{2}$ inch and 3 $\frac{1}{2}$ inch Kodak Film Tanks, package of six powders \$0.30

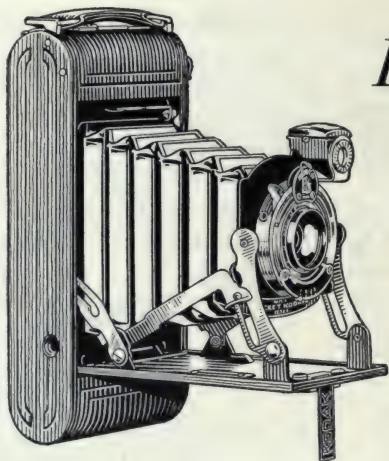
For 5 inch and 7 inch Kodak Film Tanks, package of six powders35

Dealers' Discount 33 $\frac{1}{3}$ %

DISCONTINUED

SPEED GRAPHIC CAMERA in size for pictures 4 x 5 inches. (Condensed Price List, page 19.)

NO. 2 EASTMAN FILM SHEATHS. (Condensed Price List, page 26.) Replaced by the improved No. 3 Eastman Film Sheaths announced elsewhere in this Trade Circular.



*Here is
a new
Kodak*

No. 1 Pocket Kodak, Series II

Introduced just in time for the holidays. It is compact, quick and easy to operate, and has the self erecting front which springs the lens into position as the camera bed is lowered.

Picture size:
 $2\frac{1}{4} \times 3\frac{1}{4}$ ins.

It slides into the pocket with space to spare and gives you pictures—good pictures—with a convenience heretofore unknown.

Price \$13.50 Fixed Focus Model (as illustrated), fitted with single Achromatic Lens and Kodak Ball Bearing Shutter.

Price \$20.00 Focusing Model with Kodak Anastigmat $f.7.7$ Lens.

Come in and see this new model at our Kodak counter.

Other Kodaks \$6.50 up

**Richard Roe & Company,
1201 Tripod Avenue**

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XX, No. 4

TORONTO, CANADA

August, 1923

Announcing THE NO. 1A POCKET KODAK, SERIES II

In every style of camera, from box Brownies to Special Kodaks, the $2\frac{1}{2} \times 4\frac{1}{4}$ picture is in favor. In June we announced the No. 1 Pocket Kodak, Series II, in the $2\frac{1}{4} \times 3\frac{1}{4}$ size. Without extensive advertising it jumped quickly into favor.

Now we have this attractive model in the $2\frac{1}{2} \times 4\frac{1}{4}$ size. The new No. 1A Pocket Kodak, Series II, is sure to mean new business.



Like the No. 1, it goes out into position with a business-like snap; a sturdy mechanism throws the lens into picture-taking position as the front board is dropped.

There are two models—*Fixed Focus*, with Meniscus Achromatic Lens and *Focusing*, with Kodak Anastigmat Lens *f*.7.7. Both have the Kodak Ball Bearing Shutter with speeds of 1/25, 1/50 and 1/100 second.

To focus the Focusing model a turn of the lens flange suffices to cover a range from six feet to infinity.

The aluminum bodies are covered with fine seal-grain leather. The Autographic feature is countersunk, an unobtrusive servant.

The prices are attractive.

No. 1A Pocket Kodak,
Series II, Fixed
Focus model with
Meniscus Achro-
matic Lens \$15.00

Do., Focusing model
with Kodak Ana-
stigmat *f*.7.7 lens.. \$22.00

Dealers' Discount 32%

X-RAY ILLUMINATOR IN 8 x 10 SIZE

Supplementing the Eastman X-Ray Illuminator listed on page 53 of the 1923 Condensed Price List, we are adding an 8 x 10 size for use in examining Dental Radiographs, as well as larger X-Ray films and plates.

Please add this item to your Condensed Price List—Complete with socket and plug and three feet of cord, but without bulb—the price is \$7.00—Dealers' Discount 33 $\frac{1}{3}$ %.

The X-Ray Illuminator already listed at \$19.00 is 14 x 17 in size. Please also mark this size in your Condensed Price List.

A, B AND C IN EASTMAN DENTAL X-RAY FILM

New designations have been adopted for Eastman Dental X-Ray Film to distinguish the three types regularly manufactured.

Please turn to page 46 of the Condensed Price List and note that No. 1 Non-Curling with translucent base will be known as "A," with clear base as "B," and the No. 1 (Improved) as "C."

All types are lead-backed and in two speeds, Regular and Extra Fast. In ordering it is necessary to give the *letter* and the *speed*.

To repeat:

- "A"—Translucent base, non-curling film in thin, flexible easy-to-fit packets.
- "B"—Clear-base, non-curling films in packets as described above.
- "C"—Clear-base without non-curling backing in improved cushion edged packets.

**Have you read the August number
of the Kodak Salesman?**

KODAK LIQUID GLUE

To compete with staples already established in the market, a new product must possess obvious superiority. With this in mind, we announce Kodak Liquid Glue. The formula is new. The tube package with pencil cap, is designed to keep the fingers glueless. And the product has the distinct advantage of being made under Kodak standards. That means the severest manufacturing supervision, assuring a consistent product, uniform with the laboratory formula.

Kodak Liquid Glue is sold to the trade only in dozen lots. Each tube is in an individual box, and a dozen boxed tubes are packed in an attractive counter-carton with a display top.



Showing counter carton with one tube removed from its box. Note the cap and the cone-like outlet of the tube

The Price

Kodak Liquid Glue, per tube \$0.20
Dealers' Discount 33 $\frac{1}{3}$ %

SINGLE POCKET DELIVERY ENVELOPES

Kodak dealers and commercial finishers have long been familiar with the double pocket style of envelope used for the delivery of amateur finishing. As this style of envelope provides one pocket for negatives and a separate pocket for prints, it is ideal for the delivery of the large majority of finishing work.

There are, however, orders for which a single pocket envelope would suffice—orders for developing only for example, and small reprint orders from one or two negatives.

To meet the demand for an envelope of this style, we announce a single pocket amateur delivery envelope made from the same tough brown Kraft stock used for our double pocket envelope with which you are familiar.

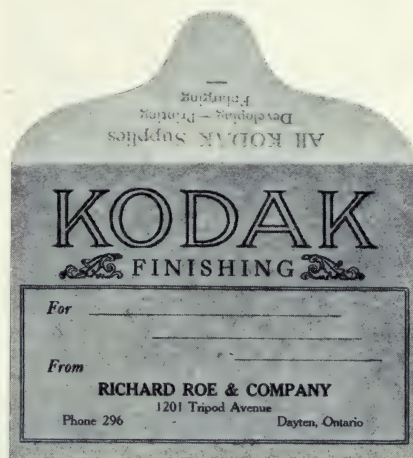
These will be furnished only in one size suitable for prints up to 4 x 6 inches, and may be had either plain, that is without printing, or printed.

There are two scales of prices for the printed envelopes,—one based on printing following your copy and specifications, the other on the basis of printing from electros prepared by us for this purpose.

The latter is listed as standard printing. Although the plates used provide for the dealer's name and address on individual orders, the printing costs are lower, a saving which is passed along to you in establishing our prices.

The illustration shows the front of an envelope with standard printing. On the back there is an ad-

vertisement for the dependable Kodak film. Obviously envelopes so printed are intended solely for the use of Kodak dealers.



Illustrating Single Pocket Delivery Envelope with Standard Printing

The Price

Amateur Delivery Envelopes, Single Pocket Type, for prints up to 4 x 6 inches.

Per 100	\$0.75
Per 1000	6.50

Do., with Standard Printing, including dealer's name and address.

In lots of 1,000, per 1,000	\$8.25
In lots of 2,000, per 1,000	7.75
In lots of 3,000, per 1,000	7.25
In lots of 5,000, per 1,000	7.00
In lots of 10,000, per 1,000	6.75

Do., specially printed.

In lots of 1,000, per 1,000	\$9.00
In lots of 2,000, per 1,000	8.50
In lots of 3,000, per 1,000	8.00
In lots of 5,000, per 1,000	7.75
In lots of 10,000, per 1,000	7.50

Prices Net

1924 AMATEUR CALENDARS**(Now Ready)**

Two styles, in two sizes, and for two prints each—that in a nutshell is the story of the 1924 Kodak Amateur Calendars. The rest of the story about the beauty of design and coloring, and the novel and attractive finish of the mounts is best told by the calendars themselves.

There is a nice profit for you in the handling of these calendar mounts—40% on the selling price.

But there is more to it than profit on the calendars themselves. There is profit on the cameras to take the film to use the chemicals and paper and the finishing service to make the prints to go in the calendars. It is like the house that Jack built. Jack will build a lot

of goodwill and some extra photo sales and possibly some new Kodak customers by selling Amateur Calendars.

Style AV.—for Vertical prints from Vest Pocket or No. 1 negatives—is brown in color and has a linen finished surface. The design is printed and embossed in darker brown and gold, tied with a silk finished lace and fitted with easel back. Outside dimensions, $6\frac{3}{4}$ x $5\frac{1}{4}$ inches.

Style BV.—For No. 1A or No. 3A vertical prints—is similar to AV. in design and finish. Outside dimensions— $8\frac{3}{4}$ x 7 inches.

Style CH.—For Vest Pocket or No. 1 horizontal prints—is similar to



AV. and BV. in color and finish, but differs in design, tied with a silk finished lace and furnished with easel back. Outside dimensions— $6\frac{5}{8} \times 5\frac{1}{4}$ inches.

Style DH.—For No. 1A or No. 3A horizontal prints—is like style CH. in color, finish and design. Outside dimensions— $8\frac{7}{8} \times 7\frac{1}{8}$ inches.

Each calendar is supplied with a brown Kraft envelope for mailing and each includes (under the cut-out flap, on which "Days of the year" is printed in gold) one 1924 calendar pad of 12 leaves.

The Price

No. AV. for $1\frac{5}{8} \times 2\frac{1}{2}$ or $2\frac{1}{4} \times 3\frac{1}{4}$ vertical prints, each....	\$0.20
No. BV. for $2\frac{1}{2} \times 4\frac{1}{4}$ or $3\frac{1}{4} \times 5\frac{1}{2}$ vertical prints, each....	.25
No. CH. for $1\frac{5}{8} \times 2\frac{1}{2}$ or $2\frac{1}{4} \times 3\frac{1}{4}$ horizontal prints, each..	.20
No. DH. for $2\frac{1}{2} \times 4\frac{1}{4}$ or $3\frac{1}{4} \times 5\frac{1}{2}$ horizontal prints, each..	.25
Dealers' discount 40%	

Separate Calendar Pads for year 1924
 Style A, 1 inch in depth and $1\frac{1}{4}$
 inches wide, per 100 \$1.00
 Style B, $1\frac{1}{2}$ inches in depth and $1\frac{1}{8}$
 inches wide, per 100 1.00
 Dealers' discount 25%



VELOX PAPERS NOW NON-ABRASION

One of the problems of coating developing papers has been to provide them with emulsions that have all of the characteristics desirable in producing prints of the finest technical quality and at the same time to give the emulsions physical qualities that will safeguard them from the time they leave the hands of the manufacturer until they pass through the processes necessary to the production of a finished print.

The surface of photographic printing papers is usually quite sensitive to abrasion and the abrasion may occur at any time.

Some time ago we made a decided improvement in the method of coating Velox Paper. The improvement is purely a physical one which does away with abrasion or

friction marks without in any way altering the photographic quality of the paper.

While glossy papers are the most susceptible to abrasion, we have made the improvement on all surfaces of Velox.

Because the new feature was so inclusive we did not consider it necessary to add "non-abrasion" to the Velox labels, but the improved papers have now been shipped for a sufficient length of time to make it quite certain that the stock on dealers' shelves is all of the improved coatings.

Although it is not on the package, it is in the goods. Velox is now non-abrasion, and much better in consequence.

WINDOW STRIPS TO SELL FILM

The envelope which contained this Trade Circular, also held two window strips advertising Kodak Film.

The film cartons are reproduced in actual colors and large type says "Kodak Film, the Genuine in the Yellow Box. We have your size." To the point, is it not?

Pasted directly on the glass of your display window, these strips will beckon people into your store to buy film. A complete trim can easily be built around them by displaying piles of film in cartons on the floor and carrying out the color scheme of red and yellow in the window decorations.

DISCONTINUED

Owing to the limited demand for Amateur Delivery Envelopes in sizes No. 1 for prints up to $3\frac{1}{4} \times 4\frac{1}{4}$ inches, and No. 3 for prints up to 5×7 inches, we have discontinued these sizes.

The No. 2 size for prints up to 4×6 inches, is available in both double pocket and single pocket styles as announced elsewhere in this Trade Circular.

Artura Developer Powder cartridges in No. 1 size have been withdrawn, but this developer will still be furnished in No. 2 cartridges. Please make the necessary correction on page 68 of your 1923 Condensed Price List.

Velox Re-developer, 4 oz. bottle. (Price List, page 69.) This preparation will hereafter be supplied only in the 2 oz. size.

PRICE CHANGES

The following price changes have been made since the last issue of the Kodak Trade Circular. Please note the corrections in your Condensed Price List.

Effective July 5, 1923

EASTMAN PHOTO BLOTTER BOOK

(Condensed Price List, page 51)

Eastman Photo Blotter Books, each \$0.35
Dealers' discount $33\frac{1}{3}\%$

AMATEUR DELIVERY ENVELOPES DOUBLE POCKET TYPE

(Condensed Price List, page 56)

4 x 6, per 100	\$1.00
per 1000	9.00
Do., with standard printing including dealer's name and address,	
1,000	10.75
Lots of 2,000, per 1,000	10.25
Lots of 3,000, per 1,000	9.75
Lots of 5,000, per 1,000	9.50
Lots of 10,000, per 1,000	9.25
Do., specially printed, 1,000	12.50
Lots of 2,000, per 1,000	11.75
Lots of 3,000, per 1,000	11.25
Lots of 5,000, per 1,000	10.75
Lots of 10,000, per 1,000	10.50

Effective July 23, 1923

EASTMAN STIRRING ROD THERMOMETER

(Condensed Price List, page 57)

Eastman Stirring Rod Thermometers, each \$1.50
Dealers' discount 25%

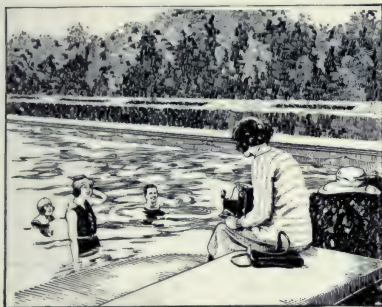
Effective August 2, 1923

PHOTO MAILERS

(Condensed Price List, page 57)

No.	Size outside	Price per 100
1	$4\frac{1}{2} \times 7$	\$3.75
2	$5\frac{1}{2} \times 7\frac{3}{4}$	4.25
3	$6\frac{1}{2} \times 9\frac{1}{8}$	4.50
4	$7\frac{1}{8} \times 10\frac{1}{8}$	6.00
5	$7\frac{1}{2} \times 9\frac{1}{2}$	6.00
6	$8\frac{1}{2} \times 10\frac{1}{2}$	6.25
7	$8\frac{1}{2} \times 11\frac{1}{2}$	7.00
8	$9\frac{1}{2} \times 11\frac{1}{2}$	7.50
9	$10\frac{1}{2} \times 12\frac{1}{2}$	8.50
10	$12\frac{1}{4} \times 15\frac{1}{4}$	12.00
11	$7\frac{3}{4} \times 11\frac{3}{4}$	6.50
12	$5\frac{1}{2} \times 8\frac{1}{2}$	4.50

Dealers' discount $33\frac{1}{3}\%$



KODAK

And afterwards it's all in the album.

Whether it's swimming scene or picnic party, motor trip or fishing excursion, you'll want a Kodak to keep the story.

From our complete stock of Kodaks you can readily choose a model that will fill your purpose but not empty your purse.

Autographic Kodaks \$6.50 up

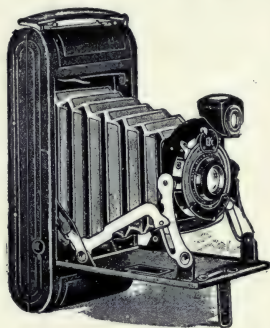
Finishing you'll like

Richard Roe & Co.

1201 Tripod Avenue

Free on Request: Engravings of this advertisement complete: Double Column 4 x 7 inches No. 62A, Single Column 2 x 5 inches No. 62B. Illustration only: Double Column No. 229A, Single Column No. 229B.

*A new Eastman camera
—in stock at our store*



1A Pocket KODAK

SERIES II—Kodak Anastigmat lens *f.7.7*

FOUR features that you'll like: the front snaps forward into picture-making position as the camera opens; the lens is a Kodak Anastigmat; focus is adjusted by merely turning the lens mount; picture size is $2\frac{1}{2} \times 4\frac{1}{4}$ inches—a popular proportion.

Let us show you this Kodak—it's the last word in camera equipment as you'll see for yourself. *Price \$22.*

RICHARD ROE & CO.

1201 TRIPOD AVENUE

Free on Request: Engravings of this advertisement complete: Double Column 4 x 7 inches No. 49A, Single Column 2 x 5 inches No. 49B. Illustration only: Double Column No. 212C, Single Column No. 212H.

FREE FOR YOUR USE

These advertisements and the one on the back page are supplied both in the small size and in the larger size. Use them in your newspapers. The same subjects are being advertised in the magazines.

OUR CONSTANT AIM—
whether it's cameras,
accessories or the famous
film in the Yellow Box
—is to keep on hand a
complete supply of genu-
ine Eastman photo-
graphic goods.



All out-doors invites your KODAK

Sunny September days bring chances for pictures you'll be proud to put in your Kodak album. The Labor Day outing, the children off to school again with mournful mien, the last picnic of the season, and many more.

When you want to look at Kodaks; when you want up-to-date picture-making information; when you want *helpful* criticism of your films—come to us. We're ready with the answer to your photographic questions.

*Autographic Kodaks, \$6.50 up
Brownies, \$2.00 up*

Richard Roe & Company
1201 Tripod Avenue

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XX, No. 5

TORONTO, CANADA

September, 1923

ANNOUNCING THE NEW MODEL No. 1A AUTOGRAPHIC KODAK SPECIAL

The new models of the Auto-graphic Kodaks *Special* place expert results within range of the novice, and give the expert an instrument of precision with which to produce technically perfect work.

The No. 1A size is available this month. It shares the distinctive qualities of the models previously announced—the No. 1 and the

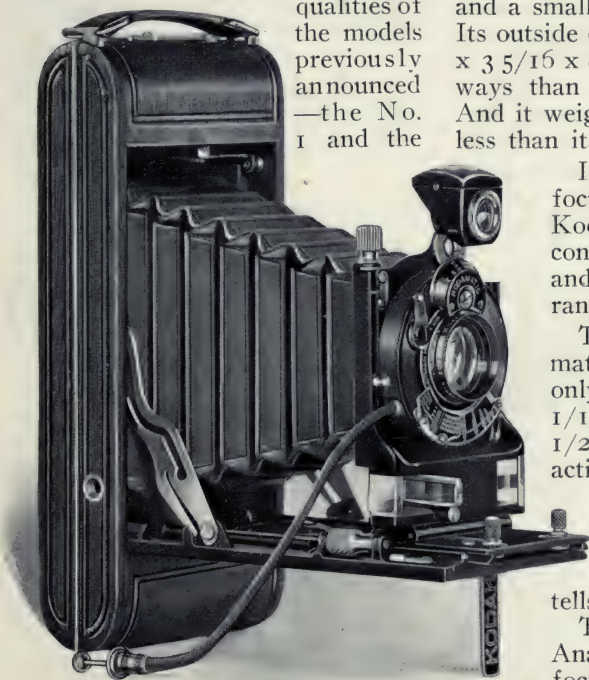
No. 2C—small dimensions, rigidity of front, super-excellent workmanship, operating simplicity, materials of highest quality, handsome design combining lightness with strength.

This new size of the new model will appeal to those who want a larger picture than the No. 1 size, and a smaller camera than the 2C. Its outside dimensions are only $1\frac{1}{2} \times 3\frac{5}{16} \times 8$ inches, smaller in two ways than the model it succeeds. And it weighs 27 ounces, 7 ounces less than its predecessor.

In addition to the regular focusing scale, it has the Kodak Range Finder, inconspicuous and efficient, and a rising front of ample range.

The shutter is the Kodamatic—and the Kodomatic only. Speeds: $\frac{1}{2}$, $\frac{1}{5}$, $\frac{1}{10}$, $\frac{1}{25}$, $\frac{1}{50}$, $\frac{1}{100}$ and $\frac{1}{200}$ with Time and Bulb actions. The exposure plate tells the time to use under four different light conditions at each stop opening—and tells it at a glance.

The lens is the Kodak Anastigmat *f*.6.3, 5-inch focus—and this lens only.



Made for use on this camera, this lens exactly meets the requirements of the instrument and is the equal in depth, flatness of field and sharpness of any anastigmat made, regardless of price.

You can sell this camera to two sorts of well-to-do people.

The man who knows photography wants it, because of its wider range. Used intelligently, it will give him snapshots in shade, on dark days, in places where the light is dull—and properly exposed “snaps” because the shutter is uniformly accurate in any weather and in any position. It will stop rapidly moving objects, recording without a blur those sensational pictures which arouse so much pride.

The man who doesn't know photography is an equally good prospect—but you'll have to demonstrate its photographic superiority. Show him that its range gives him not only the average picture, but the rare and correspondingly precious picture. It lengthens the photographic day, improving the general quality of his pictures, because the early and late hours of the day offer the most artistic lightings. And it is more simple to operate than a camera not *especially* equipped, because the Range Finder finds the focus with certainty, and the exposure plate brings the high speed lens under absolute control and makes the selection of the right time as easy as telling time by a watch.

You will find that women will welcome this camera for these same reasons.

It takes demonstration—and that's all.

Advertise the fact that you have

it. Every sale puts \$19.20 net into your side of the till.

Catalogue List \$60.00. Dealers' discount 32%.

Genuine leather, velvet lined Carrying Case \$4.50. Dealers' discount 30%. When ordering Carrying Case separately please specify “for model B.”

The No. 6 Kodak Portrait Attachment, Diffusion Portrait Attachment, Sky and Color Filters fit the new model No. 1A Special.

Catalogued Model Continued

While this new model of the No. 1A Special will be furnished with Kodak Anastigmat lens *f*.6.3 and Kodamatic shutter *only*, the catalogued model (see pages 22 and 23 of 1923 catalogue) of the No. 1A Special will be supplied as heretofore with special lens and shutter equipments as follows:

Catalogue
List

With B. & L. Kodak Anastigmat
f.6.3 lens, and
Kodamatic Shutter \$73.00

Ilex or Optimo shutter 63.00

With B. & L. Tessar Series IIb,
f.6.3 lens, and
Ilex shutter 71.00

Dealers' discount 32%

NEW GOODS

CINÉ KODAK FILM

100 Foot rolls \$8.00
50 Foot rolls 5.25

Dealers' discount 25%

Prices include developing, reversing and return transportation.

Re-sale prices restricted to net list.

On request prices of TITLES to be set up by us from hand written copy supplied by the user and printed photographically on film by us to be spliced in by the user.

ADDITIONAL SERIES B GRAFLEX CAMERAS

In the July issue of the Kodak Trade Circular mention was made of additional Series B Graflex Cameras that were in the process of production. The Graflex Series B was then available only in the $3\frac{1}{4} \times 4\frac{1}{4}$ size and the Revolving Back Graflex Series B in sizes $3\frac{1}{4} \times 4\frac{1}{4}$ and 4×5 . The following additional sizes are now ready:

4 x 5 Graflex Series B , with Kodak Anastigmat Lens, f.4.5.	
No. 32, and one cut film or plate holder	\$92.00
Do., 5 x 7, with Kodak Anastigmat Lens, f.4.5, No. 34,	145.00
Dealers' discount 32%	
Leather Case for 4 x 5 Graflex Series B and Roll Holder or Cut Film Magazine	10.25
Do., for 5 x 7,	17.00
Leather Case for 4 x 5 Graflex Series B and Plate Magazine	12.25
Do., for 5 x 7,	17.75
Dealers' discount 25%	
Revolving Back Graflex Series B , $2\frac{1}{4} \times 3\frac{3}{4}$, with Kodak Anastigmat f.4.5 Lens, No. 31, including one Graflex Plate or Cut Film Holder,	\$78.00
Dealers' discount 32%	
Leather Case for Camera and Roll Holder or Cut Film Magazine	8.75
Leather Case for Camera and Plate Magazine	9.75
Dealers' discount 25%	

ATTACHMENTS FOR POCKET KODAKS, SERIES II

Recent announcements of the Nos. 1 and 1A Pocket Kodaks, Series II, failed to mention the size of Portrait Attachment, Sky and Color Filter adaptable to the various models.

While this information is given on page 41 of the 1923 Catalogue, it is repeated here to suggest the necessary notation in your Condensed Price List.

For the No. 1 Pocket Kodak, Series II, both Fixed Focus and Focusing Model, use Attachments No. 3; for the No. 1A Pocket Kodak, Series II, Fixed Focus Model, Attachments No. 6, and for the Focusing Model, Attachments No. 13.

A 4-PAGE CIRCULAR TO SELL ALBUMS FOR YOU

This new circular — letter-envelope size—folded ready for use—signed with your name and address—will bring the fall album business to your store. Please let us know promptly how many you will use.

The album user is your best customer. Encourage systematic keeping of prints and you stimulate systematic picture taking. This circular will help you do both.

The first page shows a photograph of two girls recalling pleasant occasions with a Kodak album. The two inside pages recount the pleasures of this memory book, and the concluding paragraphs invite the reader to inspect the albums at your Kodak counter, directing special attention to the Westminster Album—its moderate price and unusual value.

Address your order for circulars to the Advertising Department, and state whether you will mail the circulars separately or accompanied by a special letter, or will distribute them through finishing envelopes.

NEW STYLE LAMP HOUSE FOR KODAK AUTO-FOCUS ENLARGER

A new style Lamp House to accommodate a 200 watt Mazda Lamp is now being furnished for the Kodak Auto-Focus Enlarger.

Sold separately, without Lamp, \$6.00
Dealers' discount 25%

ODD SIZE POST CARDS

The minimum dimensions of post cards that are acceptable to the postal authorities for mailing within Canada are 4 x 3 inches. The ruling to this effect, which appeared in the Canadian Postal Guide, July, 1923, page 5, section I, became effective September 1st.

To avoid the possibility of ordering photographic post cards that do not conform to the above regulation, please make a note of the ruling on page 84 of your Condensed Price List, under the heading "Odd Size Post Cards."

VELOX WITH DEVELOPING AND PRINTING OUTFITS

Up to this time we have been supplying 2 dozen sheets of Velvet Velox No. 3 (Regular) with each No. 3A and Eastman A B C Developing and Printing Outfit. From now on 1 dozen No. 3 (Regular) and 1 dozen No. 2 (Special) will go with each outfit. This will provide the amateur with paper for both average and flat negatives.

JUST A REMINDER

Eastman and Kodak Photo Paste, Developing Solutions, etc., are susceptible to damage by freezing. Winter shipments of such goods are inadvisable and, while we will continue throughout the winter months to make shipments as directed, we can hardly be expected to assume any responsibility for the goods in transit.

To avoid the risk that cold weather shipments of such goods incur, anticipate your requirements for the winter months and *order now*.

ENVELOPE STUFFERS

Every month the Kodak Salesman offers a new stuffer which will be supplied in quantities imprinted with your name and address. Watch for it regularly in the Kodak Salesman and let the Advertising Department know how many you can use judiciously.

CAR CARD NO. 836

Car Cards are supplied free to Kodak dealers who have street car or bus contracts. Please order by number the quantity required.

*Kodak keeps
all the story*

Autographic Kodaks \$6.⁵⁰ up
Finishing you'll like

RICHARD ROE & CO.
1201 Tripod Avenue



PRICE CHANGES

The following price changes have become effective since the last issue of the Kodak Trade Circular. Please note them in your Condensed Price List.

Effective August 9, 1923

EASTMAN PRINT WASHER

(Price List page 64)

Eastman Print Washer, including removable cast iron frame with 110 volt motor, . . . \$115.00
Do., with 220 volt motor, Price on request

Do., without motor, but including shaft and washers for connecting to another Eastman Print Washer, . . . 90.00
Dealers' discount 25%

ALCOHOL LAMP

(Price List page 41)

Alcohol Lamp for use with Kodak Magnesium Holder, each . . . \$0.45
Dealers' discount 33⅓%

DISCONTINUED

Auto Graflex Cameras 3¼ x 4¼ and 4 x 5; Revolving Back Graflex Junior. (Condensed Price List page 17.) The former models are replaced by the new Graflex Series B and the Revolving Back Graflex Junior by the 2¼ x 3¼ Revolving Back Graflex Series B.

Royal Velox Paper, *Regular Contrast only*. (Condensed Price List page 84.) Special Royal Velox Paper will still be furnished.

The following models of Premo Cameras are withdrawn. (Condensed Price List pages 21-22.)

Premoette Jr., No. 1, R. R. Lens, Do., with Kodak Anastigmat Lens, f.7.7,

Premoette Sr., No. 1A, R.R. Lens, Do., with Kodak Anastigmat Lens, f.7.7,

Premoette Sr., No. 3A, R. R. Lens, Do., with Kodak Anastigmat Lens, f.7.7,

Pocket Premo,

Cartridge Premo No. 2C,

Premo No. 8, 4 x 5, Planatograph Lens,

Do., 3¼ x 4¼,

Do., 5 x 7,

Do., 3¼ x 5½, with Kodak Anastigmat Lens, f.7.7,

Premo No. 9, 3¼ x 5½, with Planatograph Lens,

Do., 4 x 5,

Do., 5 x 7,

Do., 3¼ x 5½, with Kodak Anastigmat Lens, f.7.7,

Do., 4 x 5,

Do., 3¼ x 5½, with Kodak Anastigmat Lens, f.6.3, and Ilex Shutter,

Do., 4 x 5,

Do., 3¼ x 5½, with B. & L. Kodak Anastigmat Lens, f.6.3, and Ilex or Optimo Shutter,

Do., 4 x 5,

Do., 5 x 7,

Eastman Printing Masks in the following sizes: A, B, C, D, E, F, G, H, K, L, M, N, O. (Condensed Price List page 54.)

Rounds Print Washer. (Condensed Price List page 64.) Regular size only for 100 5 x 7 or 150 4 x 5 or smaller prints. The Rounds Print Washer in large size for 200 3¼ x 5½ prints remains available as listed.

The following grades of Velox Postals are withdrawn:—Portrait No. 2 (formerly Special); Royal No. 3 (formerly Regular). The No. 2 Special Royal Velox Postals and other surfaces as listed will be supplied as heretofore.

The following Eastman N. C. Film Cartridges are withdrawn: No. 104-12 exposures; No 125-10 exposures. The 6 exposure cartridges will be continued. Additional withdrawals are:

Cirkut Camera No. 16. (Price List p. 15.) Special Film Sheath, 10 x 13, for Universal Curtain Slide Holder. (Price List page 26.)

Brownie Printing Frame No. 1. (Price List page 61.)

Eastman Plate Tank, 5 x 7. (Price List page 62.)

QUANTITY DISCOUNT

Hereafter dealers' discount on Eastman Stirring Rod Thermometers, when ordered in lots of one dozen, will be 33⅓%. The discount for quantities of less than one dozen remains unchanged.

THE SIGN OF FILM HEADQUARTERS

You are an authorized dealer in Kodak Film in the yellow box.

Hang the yellow box from a substantial fixture outside the store at right angles to your front wall.

Its bright red and yellow colors will flash the information to passers-by going both ways on both sides of the street that here is Film Headquarters.

It will do more than identify you.

It will remind the public to purchase.

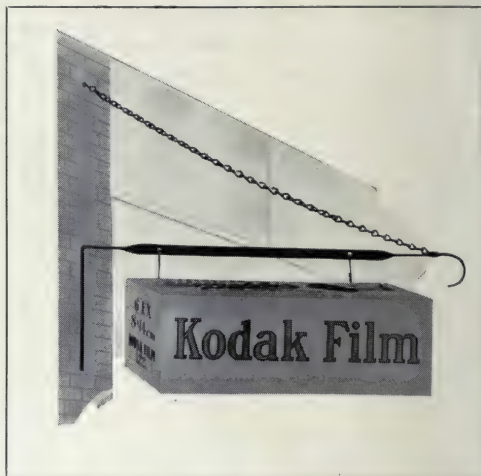
The sign exactly reproduces the familiar yellow carton—in large size, but not too large—6½ x 17 inches.

When you hang this sign you show yourself a dealer in dependable film. The public recognizes in Kodak Film a standard product tested by years of use by countless people in every country on earth. They know it must satisfy fixed standards. They have come to recognize the yellow box as a sign of the quality inside.

You have read the article in the *Kodak Salesman*, "Customers Know the Difference." There's nothing unique about the Fox Company's experience. They merely know from a specific investigation what all Kodak dealers know from general experience, that Kodak Film is now and always has been superior. Its speed and its latitude, *never approached by any other film*, increase your business because it protects the amateur from under and over exposure and

produces uniformly satisfactory negatives.

Remember this outside hanging sign is only for use by authorized Kodak dealers—it is sent only on



request—and sent free, express prepaid. Address the Advertising Department.

FREE FOR YOUR USE

The advertisement on the next page and the one on the back page are supplied both in single and double column size. Use both in your newspapers.

The Ad opposite should appear simultaneously with the placing of one of the new Hanging Film Signs on your store front.

The Album advertisement, plus the use of Album Circulars, (see page 3), plus an attractive display of Kodak Albums in your window, will stimulate fall business at the Kodak counter.

*At the sign of
the Yellow Box*



Get the film that gets the picture—

Kodak Film

We have your size.

Just as you count on Kodak Film,
you can count on our developing
and printing service. Films care-
fully developed; prints painstakingly
made; work that's right and right
on time—that's our reputation.

Richard Roe & Company

1201 Tripod Avenue



To *keep* your prints, a

Kodak Album

You'll enjoy all over again the week-end trip, the summer vacation—and the fun you have just around the house, as well—when your prints are stored, safe, clean, and in order, in a Kodak album. Precious now, your Kodak album will be priceless later.

At our Kodak counter you're sure to find an album you will like. We have open and closed back styles—most of them loose-leaf so additional pages can be inserted—in a variety of attractive cover designs. A complete stock.

Kodak Albums, 20c. up

Richard Roe & Company
1201 Tripod Avenue

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XX, No. 6

TORONTO, CANADA

October, 1923

THE HARVEST SEASON

The season of harvest is at hand.

The farmer has nursed his fields and orchards past attacks of hail, drouth and flood, worms, gophers and grasshoppers. Now his vigil is over. And as his worries lessen, his purse strings loosen.

At this season the farmer draws his pay, gets square with the bank and enjoys money of his own. He selects some of the things he wouldn't buy during the months when every dollar was costing him interest.

The bumper crops now being harvested assure the farmer's prosperity. And his prosperity makes your opportunity.

This is the time to get your farmers Kodak equipped.

KODAK DAYS ARE COMING

Our offer to draft your sales letters to Kodak prospects still stands.

We draft a letter to suit your mailing list—farmers, merchants, professional men, boy scouts, parents of children, or whatever it may be, and in addition supply booklets for you to mail with the letter. You duplicate the letters on your own stationery and do the mailing.

That is the whole story.

Increased Kodak sales for you and for us is the sequel.

In many parts of the country fall days are the most delightful days of all the year to be out of doors. It is hiking time in city and in country. When it's brought to their attention most people will realize that a Kodak is just as essential for hiking as a pair of shoes.

A letter from you will remind them of this fact, and the new Kodak Winter Booklet, just off the press, will help them decide which camera to buy.

This small booklet or miniature catalogue fits into a No. 6 envelope, and, unless overweight letterheads are used, goes with a duplicated letter for 3 cents, sealed.

When ordering your Winter Booklets, tell us if you want them in time to send out with a letter on a definite date. And if you wish us to draft a letter for you, give details of your mailing list.

THE RIGHT LENS IN THE RIGHT PLACE

Sometimes we are asked to sell a Kodak without a lens for use with a lens owned by an amateur. Requests also come in for Kodaks equipped by us with lenses different from the regular equipment.

We do not sell and do not recommend the selling of Kodaks without lenses nor with lenses different from those regularly supplied.

The lens in each Kodak is designed for that particular camera. Each lens is right and fitted right, and if it's a Kodak Anastigmat you can be certain it is the best lens for that camera at any price.

"Never shift lenses on Kodaks." This Safety First rule should be consistently followed by dealer and amateur alike. What we can do is to exchange old lenses, Singles or R.R.'s for Kodak Anastigmats, under certain conditions. It is necessary in every case to send the camera in for adjustment, but write first to see if it can be done, unless you've had it done before.

NEW GRAFLEX CATALOGUES

The simplification of Graflex models effected this summer has received such generous approval

from the public, it seems advisable to issue a revised Graflex Catalogue. The new book will be off the press early in November. By requesting a supply at once, you can be fore-armed for Christmas trade.

The new catalogues contain full descriptions, with illustrations, of the new Series B Cameras announced in the May and July issues of the *Trade Circular*.

HOW TO SELL ENLARGEMENTS

While every dealer realizes that the sale of enlargements is profitable and that it helps keep up finishing deliveries on "between days," he's likely to think of it as *supplementary* instead of *elementary*.

Enlarging business is really so important that it's well worth organizing for. And organizing for it is much easier than you think—whether or not you conduct your own finishing plant.

A plan that has been followed with success is described in the November issue of the Kodak Salesman, which will be out soon.

Look for this issue of the Salesman, read it carefully, especially the article "How to Sell Enlargements." It will only take five minutes to read and these five minutes may turn out to be the most profitable you ever spent.

"OLD MASTER"

"Old Master" is not the name of a *paper* but the name of a *surface* available in two papers—VITAVA ATHENA and EASTMAN PORTRAIT BROMIDE. Each paper is furnished in two grades, M (White) and O (Buff).

PRICE CHANGES

The following price changes have become effective since the last issue of the *Kodak Trade Circular*.

Effective September 24, 1923

HYDROCHINON

(Price List, page 68)

1 Oz. Can	\$0.17
$\frac{1}{4}$ Lb. Can58
$\frac{1}{2}$ Lb. Can	1.05
1 Lb. Can	2.00
5 Lb. Tin	9.85
Dealers' Discount 33 $\frac{1}{3}$ %	
In 25 Lb. lots assorted, 40%	
In 100 Lb. lots assorted, 40% and 10%	

ELON

(Price List, page 68)

1 Oz. Bottle	\$0.46
$\frac{1}{4}$ Lb. Bottle	1.55
$\frac{1}{2}$ Lb. Bottle	2.90
1 Lb. Bottle	5.50
Dealers' Discount 33 $\frac{1}{3}$ %	
In 25 Lb. lots assorted, 33 $\frac{1}{3}$ % and 5%	

DISCONTINUED

Kodak Maskit Printing Frame in the 5 x 7 size only. 3 $\frac{1}{4}$ x 4 $\frac{1}{4}$ and 3 $\frac{1}{4}$ x 5 $\frac{1}{2}$ Kodak Maskit Printing Frames are still listed and supplied.

Royal Bromide *Rough*. Eastman Royal Bromide Paper is now available only with smooth surface.

Eastman Safety Cap No. 3. Nos. 1 and 2 sizes are still available.

Premo No. 10, fitted with B. & L. Protar Series VIIa No. 8 Lens and Ilex or Optimo Shutter. This camera is now only available fitted with Kodak Ball Bearing Shutter and Planatograph Lens.

Read the Kodak Salesman for advertising and selling ideas and plans.

A NEW CAR CARD FOR YOUR USE

For November and December use, this card in street cars and busses will point Christmas shoppers to your door. Copies imprinted with your name and address will be sent on request to those who have space contracts. In writing, please specify quantity and order by number: Car Card No. 845.

Just what I wanted

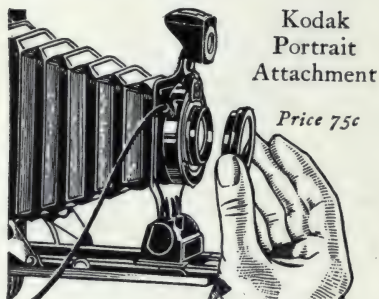
-A KODAK

Autographic Kodaks, \$6.50 up.
Other pertinent gift suggestions at our Kodak counter

RICHARD ROE & CO.

1201 Tripod Avenue





Close-ups with your Kodak

Slip a Kodak Portrait Attachment over the regular lens and without interfering with the camera's operation in any way, your Kodak is brought into sharp focus at close range, ready for head-and-shoulder portraits.

Ask us for a free copy of
"At Home with the Kodak."
It describes Kodak Portrait-
ture in detail.

We do the kind of finishing you want

Richard Roe & Co.

1027 Tripod Ave.

Free on Request—Cut complete, illustration and text: Double Column—No. 73A; Single Column—No. 73B. Cut, illustration only: Double Column—No. 364A; Single Column—No. 364B.



Your youngster wants a

BROWNIE

How much would you give for pictures of the things you used to do — your pets, your play, your playmates?

Brownies put picture-making within easy reach because they're simple to work, yet thoroughly capable. And the prices of these Eastman-made cameras begin at \$2.00. Autographic Brownies, \$9.00 up.

*Bring your youngster in
to see the Brownies*

Richard Roe & Co.

1027 Tripod Ave.

Free on Request—Cut complete, illustration and text: Double Column—No. 74A; Single Column—No. 74B. Cut, illustration only: Double Column—No. 365A; Single Column—No. 365B.

THE BEST TIME TO ADVERTISE

There's no one best time except all the time. But there are some high peaks during the year. The approach to the gift-buying season is one. Timely advertisements are offered through the *Trade*

Circular and the new book of Christmas ads now on the press. From time to time we shall send you window strips. New show cards will reach you in November. There's a flood tide flowing. Go with it.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XX, No. 7

TORONTO, CANADA

November, 1923

HOW TO DOUBLE YOUR CHRISTMAS KODAK SALES

The Christmas season brings to you the one best opportunity in twelve months to increase the camera census in your community.

People line up two deep at your shop window seeking suggestions on what to get for Tom, for Mary, for Mother, for Uncle John and a host of others. Shoppers flock into your store, each with a long list and the same question occupying their minds. What to get for Father, Mother, Brother, Sister, for the more distant relative and for the friend.

Sell them all Kodaks.

Your suggestion of a Kodak to solve the Christmas problem will many times be welcomed with an opened purse.

A little extra effort on your part at this time to increase camera sales will be highly profitable, not only in this month and December but next year and the year after. For each camera sold creates a new customer for film and photographic supplies.

The Christmas shopping season is here now. It lasts until Christmas Eve. We suggest the line that your effort should take:

1. Striking window displays containing one idea and plenty of Kodak merchandise—a price tag on every item. (Ask our Advertising Depart-

ment for suggestions.)

2. Have a liberal supply of Kodak Winter Books (miniature catalogues) on hand for distributing to interested persons.

3. Mail Winter Books to a selected list with a letter recommending a particular Kodak as the ideal gift—say the 1A Series II f.7.7.

4. Distribute circulars featuring Albums, Portrait Attachments, Kodapod and Self Timer, Amateur Calendars, "Give a Kodak," Film Tanks, Enlargements. All these are supplied free on request.

5. Get your clerks together and give them some of your own enthusiasm. Let no customer leave the store without receiving a "Kodak for Christmas" suggestion from a clerk.

6. Get some of our advertisement engravings—free on request. Print them on your cut sheets of wrapping paper, envelopes, etc., as well as in your newspapers.

7. Locate your merchandise at the best selling point in the store. In many stores that's about one-third the way down the store on the right-hand side.

8. Classify your stock and display it according to price.

9. Explain the use of unfamiliar products, and the features of others on your price cards. Let the cards create interest in the goods while the clerk is occupied with another customer.

Our Christmas advertising this year appears in the leading magazines and farm papers circulating in every Province of the Dominion. It becomes your advertising to the extent that you use it.

MORE BUSINESS FROM KODAK CLOSE-UPS

"Every customer at our Kodak counter is invited to buy a Kodak Portrait Attachment. I point to an illustrated sign on the counter—they quickly get the point and the sale is closed."

He might have added, "And they take a host of pictures indoors this time of year on which I make a film and finishing profit."

Close-ups can be made best if the Kodak stands on a tripod. That's another profit for you.

We think this small item—the Kodak Portrait Attachment—is big enough to justify extensive advertising in the larger general magazines and farm papers.

Kodak close-ups will, too, have a leading place in an early issue of Kodakery—a five page article, attractively illustrated.

We have prepared circulars, as illustrated, for you. And copy suggestions for your advertising in the local paper are in the October Ko-

dak Salesman.

The rest is in your hands.



Made with Kodak and Kodak Portrait Attachment

Kodak Portraiture

KODAK WINTER BOOKS

Large Kodak Catalogues are expensive and only one edition is printed each year. Because of this, supplies available for dealer distribution are somewhat limited. They ought, therefore, to be used with discretion. Generally they should be reserved for those that are actively interested in purchasing photographic equipment.

There is another smaller catalogue printed every six months that can profitably be distributed more generously. This is the Kodak Booklet, of which there are summer and winter editions sufficiently

large to allow for distribution over the counter to prospective purchasers of photographic equipment and for mailing to a selected list of Kodak prospects.

In size, the Kodak Booklet is ideal for mailing in the regular business envelope, and it contains within 32 pages a description of all Kodaks and Brownies as well as the more important of the photographic accessories.

A new edition of the Kodak Booklet is now ready for delivery. This is the Kodak Winter Booklet, for the season of 1923 and 1924.

They are supplied only on request, with dealer's name and address printed on the back cover of course.

NEW LINEN FINISH IN VITAVA ATHENA

To Old Master we are adding a second surface in the Vitava Athena emulsion. This surface—linen finish—has the distinctive texture of fine linen. In Vitava Athena Paper it is lustrous with a pleasing sheen, but above all dependably uniform and distinctive in tone.

The paper stock is double weight only: R (White) and S (Buff).

Prices and sizes are the same as for Old Master surface, as listed on pages 87 and 88 of the 1923 Condensed Price List.

PRICE CHANGES

The following price changes have become effective since the last issue of the *Kodak Trade Circular*.

Effective November 8, 1923

THERMOMETER STIRRING ROD

(Price List, page 57)

Thermometer Stirring Rod,

9 inch, each \$1.25

Dealers' discount 25%

In 1 Doz. lots, 33 $\frac{1}{3}$ %

DISCONTINUED

Since the last issue of the *Kodak Trade Circular*, the following articles have been withdrawn from the market. Please correct your Condensed Price List accordingly:

Eastman Steel Enamelled Developing Box, No. 3 size only. (Condensed Price List, page 51).

Cover for Eastman Steel Enamelled Developing Box No. 3A. (Price List, page 51.)

Cover for Eastman Steel Enamelled Developing Box No. 4. (Price List, page 51.)

Floating Lid for Eastman Steel Enamelled Developing Box No. 2A. (Price List, page 51.)

Floating Lid for Eastman Steel Enamelled Developing Box No. 3. (Price List, page 51.)

Floating Lid for Eastman Steel Enamelled Developing Box No. 3A. (Price List, page 51.)

Eastman N. C. Film Cartridge No. 121, 12 exposures only. (Price List, page 44.)

Graphic Cut Film Holder 5 x 7. (Price List, page 31.) When called for, the Eastman Film Holder No. 1, 5 x 7, may be substituted.

Press Graflex Camera. (Price List, page 18.)

Eastman Plate Tank 4 x 5. (Price List, page 62.)

Gold Chloride and Sodium, 15 gr. bottle. (Price List, page 67.)

Cirkut Camera No. 5. (Price List, page 15.) Other Cirkut Cameras and Outfits will be furnished as heretofore.

Give a 60 Cent Bonus at our Expense

Every Kodakery Coupon you fill out and mail to us is worth sixty cents to your store. It costs us that sum to print and mail a copy of Kodakery for a year, not including editorial costs at all.

It is worth 60 cents to your customer, and far more to you, because of the increased sales it makes for you.



**“See what I got—
a BROWNIE”**

And just what he wanted. Now he will snap-shot the holiday fun, beginning with Christmas Day.

We have the Brownie your youngster wants—he'll get good pictures from the first “click.” When he is the proud possessor tell him we're here to help if there are any questions about picture-making he wants answered.

*Autographic Brownies \$9.00 up
Brownies (box-type) \$2.00 up*

Richard Roe & Co.
1027 Tripod Ave.



HER CHRISTMAS KODAK

Kodaks for Christmas

MAKE this store “Stop 1” on your shopping list.

Then, with a complete stock of Kodak and Brownie cameras, Kodak albums and Eastman accessories ready for your selection, you can surely solve some of the problems your gift list presents. And at the price you have in mind.

*Autographic Kodaks \$6.50 up
Brownies \$2.00 up*

Richard Roe & Co.
1027 Tripod Ave.

Free on Request—Cut complete, illustration and text—double column, No. 98A; single column, No. 98B. Cut, illustration only—double column, No. 238A; single column, No. 238B.

Free on Request—Cut complete, illustration and text—double column, No. 77A; single column, No. 77B. Cut, illustration only—double column, No. 165A; single column, No. 165B.

WATCH OUT FOR SHOW CARDS AND WINTER AD BOOK

Seven show cards are being mailed to you the end of this month. Subjects: Kodak Portrait Attachments; Nos. 1 and 1A Kodaks, Series II, f.7.7; Enlargements; Flashlight Photography; Winter Photography; Brownies for Christmas; and Kodak Film in the Yellow

Box.

“Christmas Advertisements for the Kodak Dealer” has already been mailed. In view of the overburdened condition of the Post Office, during the Holiday Season, we recommend ordering your engravings immediately.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XX, No. 8

TORONTO, CANADA

December, 1923

ANNOUNCING THE CINÉ-KODAK

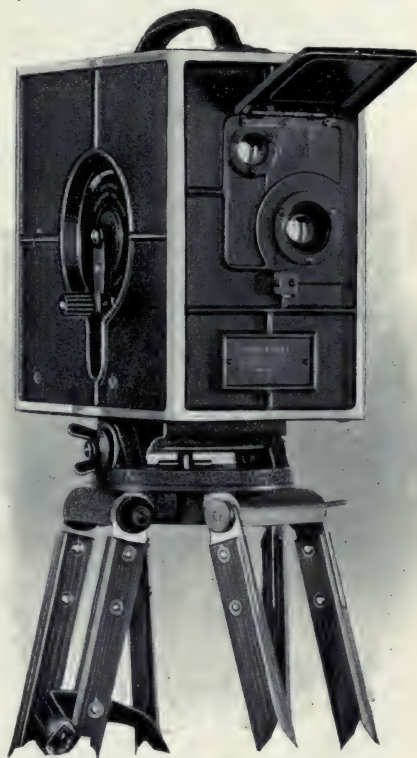
A new field has been opened in photography—a field that is going to give great satisfaction to a great many people and worth-while profits to Kodak dealers.

For a long time it has been our aim to make motion pictures possible in the home. There have been great obstacles to overcome and we were determined not to attempt the popularizing of home motion picture taking until these obstacles had been overcome. They now have been.

In entering this field it seemed best in our judgment to not undertake to put out too cheap an outfit, but rather to produce an outfit which would be a replica in smaller form of the very best professional apparatus, designed as well and made with a perfection that would assure good results.

The Ciné-Kodak, which is daylight loading, and the Kodascope, with which the pictures are projected, are both instruments of precision, yet so simple that any amateur who can successfully operate a Kodak can, with only a few minutes of study, get highly satisfactory results in motion pictures. We have spent several years in experimenting and have had both cameras and projectors tried out by people who are absolute novices in

photography, and in every instance they have made pictures that were



THE CINÉ-KODAK

Showing Lens, Finder and Crank

a delight to them and that were technically good enough to receive the approval of our very critical staff. The Ciné-Kodak is going to

make it possible for one to have in motion those personal pictures which everybody wants and which have kept photography popular the world over when so many fads have come and gone.

The outfit itself will sell at \$350.00, retail. The great saving, as against the purchase of a pro-



THE CINÉ-KODAK IN ACTION

Fourteen to twenty turns of the crank—7 to 10 seconds—are sufficient for most pictures in which the action is continuous but not changing in character.

fessional outfit, is not so much, however, in the apparatus itself as in the matter of film. Many wealthy people are already indulging themselves in motion pictures, even though they have to buy an expensive camera, an expensive projector and expensive film. With the simplified outfit they can bring really good pictures into the home. One has only to think of how many automobiles are purchased every year to imagine the field that there is for the sale of this new develop-

ment in photography.

It is through the film that we have been able to bring about the big economy. An amateur with a large machine, or even with a small machine taking standard width film, has a certain film expense per second of projection. With the Ciné-Kodak, film expense is about one-fifth as much per second of projection. With the standard 35-millimeter film, one must first expose on the negative, have the negative developed, then print on 35-millimeter positive and have the positive developed. While the laboratories, with orders perhaps for 100 prints from one negative and sometimes for 200 prints from one negative, do this processing at a small cost, the conditions are quite different where they simply make one print from a negative. For this work they must charge a high price if the work is to be done with any degree of care. The Ciné-

Kodak film is only 16 millimeters in width, as against 35 millimeters for the other film, making Economy No. 1. Being less in width, the negatives are proportionately less in height, so that 400 feet of Ciné-Kodak film give the same length of time-projection as 1,000 feet of standard film. That's Economy No. 2. With the Ciné-Kodak film we do not develop the negative and then print it on another film, but we develop the negative and then reverse* it, making Economy No.

*"Reverse" is used here in a technical sense. It means that the negative by the process of finishing becomes a positive. The film is so projected that the images are not reversed on the picture. Right is right and left is left—just as the eye saw it.

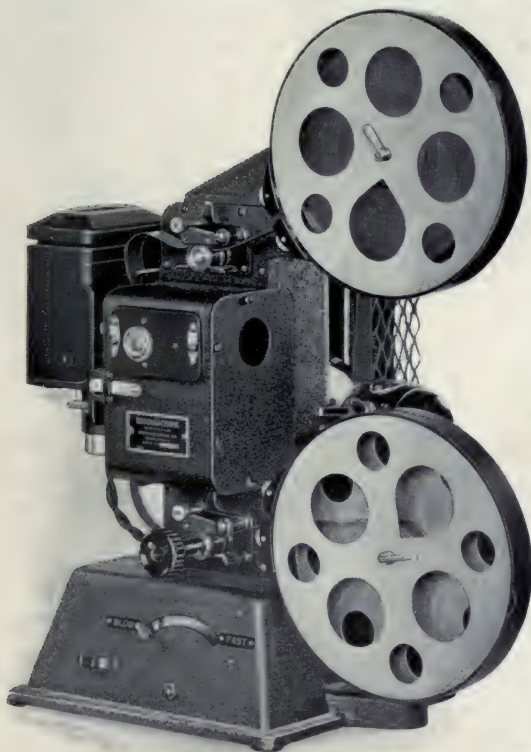
3. And it's because of these three economies, and not because of any inferiority in quality, that we have made it possible to so reduce the film costs in motion pictures for the home.

It is because we are camera makers, lens makers and film makers that we have in the organization the various kinds of scientific talent to produce this satisfactorily working unit. Ordinary film will not accomplish what we accomplish with the Ciné-Kodak film. Negative film, cut to the Ciné-Kodak width, developed in the usual way and printed in the usual way, shows an

annoying graininess that is unpleasant on the screen. In combination with the special emulsion used in the Ciné-Kodak film we have a patented reversal process which completes the system and makes it all so simple that we can paraphrase our old slogan and now say, "You Turn the Crank—We Do the Rest."

For the present, the finishing in Canada will be done only by us at Toronto. As the quantity of Ciné-Kodaks in use increases, the Kodak organization will, for the convenience of customers, establish finishing plants in various other parts of the world for processing Ciné-Kodak film.

While the great appeal of the Ciné-Kodak will be through the personal side that it brings into motion pictures, we have nevertheless realized for some time that people who have this outfit will frequently want to show with their Kodoscope, travel pictures, educational films, dramas, animated cartoons—in fact, the whole gamut of films that they now see in the theatres. This we have planned for, and have established as a rental agency The Kodoscope Libraries, Inc., which concern has already many hundred thousand feet of film suitable for Kodoscope projection in the home. It isn't ready to begin operation. In fact, until a number of Kodoscopes have been sold it cannot become active, but by the time there is any reasonable demand a catalogue of subjects will be issued which will be a help to



THE KODASCOPE

Showing film in position ready for projection.

all dealers in making sales of the Ciné-Kodak outfits. Inasmuch as every rented film must be returned to headquarters for inspection before going out again, it would not be practical for us to handle this library business through our dealers. This statement about the libraries is therefore made simply to give you one of the selling arguments, which argument you can certainly use to great advantage because it's going to be possible for Kodascope owners to get as good films as can be had through any film renting library at a lower price than they can possibly get the large film, and because we have worked out the problem of successfully making small prints from the large negatives, the results obtained in the little parlor pictures are as good as can be obtained when projected from standard size, 35 mm prints.

Ciné-Kodak film is on safety stock. With the standard 35 millimeter film there is always the chance of getting inflammable film instead of safety film, and the inflammable film should never be used except in a fire-proof booth with a licensed operator. Under such conditions it is safe, but in the case of amateurs, without a fire-proof booth, the use of inflammable film is under the ban with insurance companies and in most provinces

under legal bans as well.

For the present we shall only sell the Ciné-Kodak outfit complete. This outfit includes the Ciné-Kodak, Kodascope and splicer, tripod and screen. The price of the complete outfit is \$350, and the discount to the trade will be 15%.*

The price of the film, \$8.00 in 100-ft. rolls and \$5.25 in 50-ft. rolls, includes the developing and reversing, and return transportation

from us to the customer. It is to be sent in prepaid, and it will be returned prepaid. The discount to all Kodak dealers is 25%.*



THE CINÉ-KODAK WITH DOOR REMOVED
Showing daylight-loading. Note simplicity of mechanism and small spools.

It is a certainty that many dealers will desire to put in an outfit for demonstrating purposes, equip a projection room, employ a man to take charge of the demonstrations, and in fact, make a separate department for the exploiting and sale of Ciné-Kodak outfits. Such

*Ciné-Kodak Outfits and Ciné-Kodak Film are sold to dealers only with the express understanding that they are to be resold by the dealer at net list.

dealers will of course order in quantities and by placing with us a non-cancellable order for three outfits, will be granted a discount of 20%.

A complete price list is given on page 7.

In our several years of work in developing this outfit the public has, perhaps unfortunately, heard more or less about it and many scientific journals have published articles concerning this important development in photography. The result is that there is a tremendous advance demand—a demand which

is really going to be embarrassing. We can't turn these out the way we do Brownies and so all we can say is that we are ready to book your orders and that we shall take care of them as best we can with fairness to everybody, and shall in all fairness give preference to those dealers who order in lots of 3. Frankly, we are not going to do any magazine advertising at present. It would only mean trouble for you and for us. The moment, however, that production begins to approach demand we shall turn our publicity loose—and how they will go!

IN DETAIL

CINÉ-KODAK

The Ciné-Kodak weighs $7\frac{1}{4}$ pounds; measures $6 \times 4\frac{5}{8} \times 8\frac{5}{8}$ in. It is fitted with a Kodak Anastigmat Lens $f.3.5$ of 25 mm focus, which lens includes an angle of view of 28 degrees. On the back of the Ciné-Kodak are located dials and pointers for indicating the lens diaphragm, the distance scale and the film footage. The finder opening is also located at the back of the camera showing an image of the subject photographed and this image is brilliantly visible while the camera is being operated. An adjustment on the finder lens, connected with the focusing mechanism, brings the image in the finder field into the same relative position as the image on the film when making close-ups or photographing nearby objects. The Ciné-Kodak will take either 50 or 100 foot lengths of daylight loading Ciné-Kodak Film.



THE CINÉ-KODAK—BACK VIEW

Showing (from top to bottom), diaphragm scale and pointer, the finder opening, the footage dial and the distance scale.

**CINÉ-
KODAK
TRIPOD**

The Ciné-Kodak Tripod and Revolving Tripod Top weigh $7\frac{1}{4}$ pounds. When folded the Tripod is 26 inches long and when fully extended measures 57 inches. The top can be rotated in a horizontal plane and a tilting adjustment is provided which enables the operator to train the camera quickly on any desired subject.

**THE
KODASCOPE**

The Kodascope weighs 20 pounds; measures $18\frac{1}{2}$ x $14\frac{7}{8}$ x $10\frac{3}{8}$ in. The projection lens has a focus of 50 mm and illumination is furnished by a 14 volt, 56 watt Mazda Lamp. The Kodascope reels will accommodate 400 feet of 16 mm film which is equivalent, in time of projection, to 1,000 feet of standard 35 mm motion picture film. It is unnecessary to crank the Kodascope. A small motor furnishes the power for operating the mechanism and after the operator has threaded his film and turned on the light and motor he need give the Kodascope no further attention until the entire reel of film has been shown. The Kodascope will work on any house circuit, either alternating or direct current, as long as it is not over 125 volts, or under 105 volts.

A rewinding mechanism is attached to the upper reel housing and when a film has been projected it can easily be attached to the core of the upper reel and re-wound by hand for the next showing. In order that the 14 volt Mazda lamp may receive the

proper amount of current, an adjustable rheostat is attached to the left side of the Kodascope and an ammeter located in the base of the Kodascope indicates when the lamp is receiving the correct voltage.

At a distance of 18 feet from the screen the Kodascope will project a

**THE SCREEN**

Showing carrying box containing a shade roller to which screen is attached.

brilliant picture 30 x 40 in., and at a distance of 21 feet the size of the picture is increased to 40 x 54 in.*

With the Kodascope is supplied a film splicing outfit by means of which the film may be spliced should it become damaged or should the operator desire to have the scenes appear in succession different from that in which they were taken.

SCREEN The Kodascope Screen is mounted on a spring roller in a wooden case, the screen

*Prices on 40 x 54 screen to be announced later.

and case weighing 14 pounds. When closed the case containing the screen measures 3 ft. 10 in. x 4 $\frac{1}{4}$ in. x 5 in. and the screen itself, when un-

rolled for projection, measures 30 x 40 in. The screen is of a specially coated material which gives an exceptionally clear and brilliant image.

CINÉ-KODAK PRICE LIST

CINÉ-KODAK OUTFIT:	Catalogue List
Ciné-Kodak	\$130.00
Kodascope and Splicer	165.00
Tripod	27.50
Screen	27.50

Dealers' discount 15% \$350.00

In lots of three outfits 20%

(The above items are not sold separately.)

CINÉ-KODAK FILM

100-ft. Rolls	\$8.00
50-ft. Rolls	5.25

Dealers' discount 25%

(Price includes developing, reversing and return transportation.)

Prices of **TITLES** to be set up in type by us from hand written copy supplied by the user and printed photographically on film by us to be spliced in by the user:

If not more than ten feet in length, each, \$1.25 net.

If more than ten feet in length the charge will be proportionate, prices on request.

EXTRAS:	Catalogue List
Leather Case for Ciné-Kodak, magazines and tripod head	\$22.00
Carrying Case for Kodascope	30.00
Leather Round Canvas Case for tripod legs	8.00
Safety Chains for Tripod	1.50
Handle for Tripod Top	1.50
Dealers' discount 25%	

OUT-DATED FILM, FILM PACKS AND PAPER

The importance of keeping the oldest stock of sensitized photographic goods to the front, where it will be used first, has been emphasized from time to time in the **TRADE CIRCULAR** and *Kodak Salesman*. If this plan is followed there will be no outdated film and paper on your shelves.

For the benefit of those dealers who are not familiar with the arrangements we make for credit on old film, film packs and paper, we quote the following from our "Terms of Sale."

"Old Film, Film Packs and Paper.—Film, Film Packs and Paper, which have grown too old on dealers' shelves to deliver safely to customers, may be returned to us, to West Toronto, freight or expressage paid, and a credit in exchange of 40% of the list price will be given, provided Film and Film

Packs are returned within three months from expiration of time limit, Printing-out and Developing-out Papers within thirty days from expiration of time limit, and quantity, in our judgment, is not excessive."

PRICE CHANGES

Since the last issue of the Kodak Trade Circular, the following price changes have become effective. Please correct your Price List accordingly.

Effective November 20, 1923

VELOX LIQUID HARDENER

(Condensed Price List, page 70)

$\frac{1}{2}$ Gal. Bottle	\$ 1.75
5 Gal. Jug	14.00

Dealers' Discount 33 $\frac{1}{3}$ %

VELOX ENLARGING PRINTER

(Kodak Trade Circular, May 1923, p. 2)

Velox Enlarging Printer, complete	\$165.00
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Dealers' Discount 25%



Gift Suggestions for the Kodak Owner

- Kodak Self Timer \$1.50
- Kodak Carrying Cases \$.90 up
- Kodak Portrait Attachment \$.75
- Kodak Auto-Mask Printing Frame \$1.50
- Kodak Auto-Focus Enlarger \$40.00
- Kodak Amateur Printer \$10.00
- Kodak Metal Tripods \$3.75 up
- Kodak Albums \$.20 up
- Kodakery \$.60 a year
- Kodapod \$2.25

*Other pertinent suggestions
at our Kodak counter*

Richard Roe & Co.

1027 Tripod Ave.

Free on Request—Cut complete, illustration and text—double column, No. 96A; single column, No. 96B. Cut, illustration only—double column, No. 106A; single column, No. 106B.

SOMETHING TO REMEMBER

Every time you sell a Kodak for Christmas you make an immediate profit, comparing favorably with that on any other merchandise you might suggest. But that's only a start. Each Christmas Kodak adds to the picture making population with a consequent increase in film



A Brownie for Betty

Or perhaps it's Bob, or Mary, or Junior—wherever there are children, a Brownie belongs.

Brownies are so simple to work that any youngster of school age can get good pictures. Brownies are Eastman-made, durable, dependable. And Brownies are priced as low as \$2.00 so both Bob and Mary can have one.

Come in and you'll take a Brownie out

Richard Roe & Co.

1027 Tripod Ave.

Free on Request—Cut complete, illustration and text—double column, No. 95A; single column, No. 95B. Cut, illustration only—double column, No. 107A; single column, No. 107B.

demand and finishing orders. Whenever you write up the sale of a Christmas Kodak you can make a mental note that the film and finishing business from that camera will match the original price before many months have rolled past.

EXTRA

FOR TRADE CIRCULATION ONLY.

Canadian Kodak Co., Limited

Trade Circular

"FOR YOUR INTERESTS AND OUR OWN"

Vol. XX, No. 8A

TORONTO, CANADA

December 26, 1923

6% SALES TAX EFFECTIVE JANUARY 1st, 1924

COMMENCING JANUARY 2nd, 1924, ALL CATALOGUE LIST PRICES WILL INCLUDE SALES TAX

COMMENCING JANUARY 2nd, 1924, ALL GOODS INVOICED TO THE TRADE WILL BE BILLED AT NET WHOLESALE PRICES (ELIMINATING DISCOUNTS)

The Department of Customs and Excise has announced an amendment to the Special War Revenue Act, 1915, increasing the tax on sales by manufacturers from $4\frac{1}{2}\%$ to 6%. This amendment becomes effective January 1st, 1924. There is no change in the method of computing the tax or in the manner of its collection. *The tax is computed on the net wholesale price and collected from the manufacturer.*

We are, therefore, *adjusting our catalogue list prices on all goods to include the sales tax and the full amount of the tax will be charged on your invoices as a separate item.* The new prices become effective January 2nd, 1924.

As the tax is computed on the net wholesale and not on the retail selling price, catalogue list prices are not materially increased. As an example of the working of the new plan, take the 2C Brownie Camera, on which the present catalogue list price is \$5.00. The net wholesale price, after deducting 32%, dealer's discount, is \$3.40. It is on this amount that the sales tax is levied. At 6% the amount of the tax payable to the Government is $20\frac{4}{10}$ cents. The new list price of the 2C Brownie Camera will therefore be \$5.00 plus the amount of the tax, 20 cents, or \$5.20. All list prices of \$1.00 and upwards end in 0 or 5. The odd cents where less than $2\frac{1}{2}$ are de-

ducted. If $2\frac{1}{2}$ or more they are added. Prices that are less than \$1.00 are figured to the cent and the fraction if less than $\frac{1}{2}$ is dropped. If $\frac{1}{2}$ cent or more it is added.

NEW METHOD OF BILLING A desirable change in the method of billing will be inaugurated on January 2nd, 1924. The present plan, using catalogue list prices and deducting discounts, will be discontinued. Instead net wholesale prices will be the basis for billing. This change will be an advantage to you and to us.

You will no longer need to wear out your pencils and your brains and your tempers figuring $33\frac{1}{3}\%$ of \$49.37, and so on, ad infinitum. And the change will lessen the likelihood of billing errors on our part.

The invoices will be figured on the net cost per item or per unit, and the net billing prices are established by deducting the dealer's discount from the present list or resale prices. Where the net does not figure in even cents, the same plan is followed with the fraction as in establishing the new catalogue list prices, that is, *if the fraction is $\frac{1}{2}$ cent or more, it will be added to the bill, if less than $\frac{1}{2}$ cent, it will be deducted.*

For example, the present catalogue list price of $1\frac{1}{8} \times 2\frac{1}{2}$ Velox Paper per dozen is 12 cents. Our present rate of dis-

count being 30%, the net wholesale price of a dozen would figure \$.084. Apply the rule and you see that the net wholesale price per dozen of this size would be \$.08. In the case of 4 x 5 Velox, the catalogue list price is 25 cents per dozen, the net wholesale figure \$.175 and the net billing price per dozen 18 cents. These examples will suffice to show that the new method of billing will result in lower prices to the dealer in some instances, while in other similar instances we shall be the beneficiary. On the whole it will be a fifty-fifty proposition, as fair for one as it is for the other.

TWO NEW PRICE LISTS

The adjustment of the catalogue list prices of all goods and the change in our method of billing has necessitated publishing a new dealer's confidential Condensed Price List. In this new Price List (copy enclosed) discounts and the discount sheet have been eliminated.

Instead the Price List contains in adjoining columns two sets of figures—net wholesale prices *exclusive of sales tax* in red, and catalogue list or re-sale prices *including sales tax*, in black figures. As net wholesale prices will be used for billing, the new Price List will greatly simplify the checking of invoices. It will, too, make the taking of inventory a much less painful operation.

Obviously this Price List would not be suitable for counter use. It is intended for the dealer and for his confidential clerks. A second Price List, containing only the black figures (catalogue list prices) and marked "Counter Edition" is furnished for counter use and will be mailed in a few days.

TERMS OF SALE

A copy of the 19th Edition of our Terms of Sale, superseding all previous issues, is mailed with this Number of the KODAK TRADE CIRCULAR.

NEW AZO PRICES EFFECTIVE JANUARY 2, 1924

Single Weight

Sizes	2 Doz.		$\frac{1}{2}$ Gross		Gross	
	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List
1½ x 2½	\$.12	\$.17	\$0.50	\$0.75
2¼ x 3¼	.12	.1750	.75
2¼ x 3½	.12	.1750	.75
2½ x 4¼	.15	.2362	.92
3 x 4	.15	.2369	1.05
3½ x 3½	.15	.2373	1.10
3¼ x 4¼	.15	.2381	1.20
2½ x 4½	.15	.2381	1.20
2¼ x 7	.19	.2992	1.40
3¼ x 5½	.19	.2996	1.45
3¼ x 6	.23	.34	1.04	1.55
4 x 5	.23	.34	1.04	1.55
1 Doz.						
3¾ x 5½17	1.55
3¾ x 6½	.12	.17	1.12	1.65
3¾ x 5¾	.12	.17	1.16	1.70
4 x 617	1.70
4¼ x 6½	.15	.23	1.39	2.05
4¾ x 6½29	2.40
5 x 7	.19	.29	\$0.92	\$1.40	1.77	2.65
5 x 834	...	1.55	...	3.00
3½ x 12	.23	.34	1.16	1.70	2.16	3.20
5½ x 7¾34	...	1.70	...	3.20
6 x 840	...	1.90	...	3.60
6½ x 8½	.31	.46	...	2.30	...	4.30
7 x 952	...	2.50	...	4.75
7½ x 9½57	...	2.80	...	5.40

(Continued on next page)

		1 Doz.		$\frac{1}{2}$ Gross		Gross	
Sizes		Net Wholesale	Catalogue List	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List
7	x 11	\$0.63	\$3.20	\$6.05
8	x 11	\$0.42	.63	3.20	6.05
9	x 1175	3.95	7.55
10	x 1292	4.85	9.35
11	x 14	1.15	6.00	11.45
14	x 17	1.70	9.05	17.20
16	x 20	2.30	12.05	22.90
18	x 22	2.85	15.00	28.65
20	x 24	3.45	18.05	34.40

AZO PAPER IN ROLLS (Single Weight)

		10 Ft. Rolls		10 Yd. Rolls	
		Net Wholesale	Catalogue List	Net Wholesale	Catalogue List
20 inches wide	\$1.15	\$3.45
40 inches wide	2.30	6.90

AZO FOR CIRKUT CAMERA PRINTS (Single Weight)

		5-in.		6-in.		6½-in.		8-in.		10-in.		16-in.	
		Net Wholesale	Catalogue List	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List
25 Ft.	..	\$0.75	\$0.85	\$0.98	\$1.15	\$1.45	\$2.30
50 Ft.	..	1.50	1.70	1.95	2.30	2.85	4.60
100 Ft.	..	3.00	3.40	3.90	4.60	5.70	9.15

DOUBLE WEIGHT AZO

		2 Doz.		$\frac{1}{2}$ Gross		Gross	
Sizes		Net Wholesale	Catalogue List	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List
1½ x 2½	\$0.15	\$0.23	\$0.62	\$0.92
2¼ x 3¼15	.2362	.92
2¼ x 3½15	.2362	.92
2½ x 4¼19	.2977	1.15
3 x 419	.2989	1.30
3½ x 3½19	.2992	1.40
3¼ x 4¼19	.29	1.00	1.50
2⅞ x 4⅞19	.29	1.00	1.50
2¼ x 723	.34	1.16	1.70
3¼ x 5½23	.34	1.19	1.80
3¼ x 631	.46	1.31	1.95
4 x 531	.46	1.31	1.95
		1 Doz.					
3⅞ x 5½23	1.95
3⅞ x 6½15	.23	1.39	2.05
3⅞ x 5⅞15	.23	1.46	2.20
4 x 623	2.20
4¼ x 6½19	.29	1.73	2.60
4¾ x 6½34	3.00
5 x 723	.34	\$1.16	\$1.70	2.23	3.30
5 x 840	1.95	3.75
3½ x 1227	.40	1.46	2.20	2.70	4.00
5½ x 7¾40	2.20	4.00
6 x 846	2.40	4.55
6½ x 8½39	.57	2.85	5.40
7 x 963	3.15	5.95
7½ x 9½75	3.55	6.75
7 x 1180	4.00	7.60
8 x 1054	.80	4.00	7.60

(Continued on next page)

Net Wholesale Prices exclusive of Sales Tax.

Catalogue List Prices include Sales Tax.

KODAK TRADE CIRCULAR

Sizes	1 Doz.		$\frac{1}{2}$ Gross		Gross	
	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List
9 x 11	\$0.97	\$4.95	\$9.45
10 x 12	1.15	6.15	11.70
11 x 14	1.45	7.50	14.35
14 x 17	2.20	11.35	21.50
16 x 20	2.85	15.05	28.65
18 x 22	3.60	18.80	35.80
20 x 24	4.30	22.60	43.00

AZO PAPER IN ROLLS (Double Weight)

		10 Ft. Rolls		10 Yd. Rolls	
		Net Wholesale	Catalogue List	Net Wholesale	Catalogue List
20 inches wide	\$1.45	\$4.30
40 inches wide	2.90	8.60

AZO FOR CIRKUT CAMERA PRINTS (Double Weight)

		5-in.		6-in.		6½-in.		8-in.		10-in.		16-in.	
		Net Wholesale	Catalogue List	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List
25 Ft.	\$0.93	\$1.10	\$1.20	\$1.45	\$1.80	\$2.90
50 Ft.	1.85	2.20	2.40	2.90	3.55	5.75
100 Ft.	3.70	4.35	4.80	5.75	7.10	11.45

AZO IN 500 SHEET PACKAGES

		Single Weight		Double Weight	
Sizes		Net Wholesale	Catalogue List	Net Wholesale	Catalogue List
1½ x 2½	\$1.66	\$2.45	\$2.04	\$3.05
1½ x 2¾	1.66	2.45	2.04	3.05
2¼ x 3¼	1.66	2.45	2.04	3.05
2½ x 3½	1.66	2.45	2.04	3.05
2½ x 4¼	2.04	3.05	2.58	3.85
2¾ x 4½	2.04	3.05	2.58	3.85
3¼ x 4¼	2.70	4.00	3.31	4.95
3½ x 4½	2.70	4.00	3.31	4.95
2¾ x 4¾	2.70	4.00	3.31	4.95
3½ x 5½	2.70	4.00	3.31	4.95
4¼ x 4¼	3.20	4.75	3.97	5.90
3¼ x 5½	3.20	4.75	3.97	5.90
3½ x 5½	3.20	4.75	3.97	5.90
3½ x 5¾	3.47	5.15	4.35	6.50
4 x 5	3.47	5.15	4.35	6.50
4¼ x 5¼	3.85	5.75	4.85	7.20
4¼ x 5½	3.85	5.75	4.85	7.20
4½ x 5½	3.85	5.75	4.85	7.20
4¼ x 6½	4.62	6.90	5.78	8.60
5 x 7	5.89	8.75	7.43	11.05

AZO POSTALS

Doz.		2 Doz.		$\frac{1}{2}$ Gross		Gross		500	
Net Wholesale	Catalogue List	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List
\$0.15	\$0.23	\$0.23	\$0.34	\$0.69	\$1.05	\$1.31	\$1.95	\$4.43	\$6.60

Cases of 5,000 cards of one grade and one degree of contrast, Catalogue List \$46.25.

AZO DOUBLE POST CARDS

Doz.		$\frac{1}{2}$ Gross		Gross		500	
Net Wholesale	Catalogue List	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List	Net Wholesale	Catalogue List
\$0.31	\$0.46	\$1.39	\$2.05	\$2.62	\$3.90	\$8.86	\$13.20

Net Wholesale Prices exclusive of Sales Tax.

Catalogue List Prices include Sales Tax

